

JUNE LAGMAY  
CITY CLERK

HOLLY L. WOLCOTT  
EXECUTIVE OFFICER

# CITY OF LOS ANGELES CALIFORNIA



ANTONIO R. VILLARAIGOSA  
MAYOR

OFFICE OF  
CITY CLERK  
ADMINISTRATIVE SERVICES

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MIRANDA PASTER  
ACTING DIVISION HEAD

June 17, 2013

Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, California 90012

Council District 12

REGARDING: CHATSWORTH BUSINESS IMPROVEMENT DISTRICT (MERCHANT-BASED) RECONFIRMATION PROCEDURE FOR THE 2013/2014 FISCAL YEAR

Honorable Members:

On September 7, 1999, the City Council adopted Ordinance 172,795, which established the Chatsworth Business Improvement District, located in Council District 12 (CF 10-0605). The City is required to conduct reconfirmation proceedings in order to levy a special assessment, which supports each year of District operations. The Chatsworth Business Improvement District completed its eleventh operating year on May 31, 2013. The Chatsworth Business Improvement District Advisory Board has submitted an Annual Report and is ready to proceed with the reconfirmation of the Chatsworth Business Improvement District. The Annual Report for the Chatsworth Business Improvement District's twelfth operating year, beginning June 1, 2013 through May 31, 2014, is presented with this Report for Council consideration as "Attachment A."

## RECONFIRMATION PROCESS

The reconfirmation process consists of the adoption of an Ordinance of Intention, the approval of the Annual Report from the District's management entity and a public hearing prior to the adoption of an Ordinance, which would authorize the special assessment to fund operations for the next year of the program. We have received and reviewed the Annual Report as submitted by the Chatsworth Business Improvement District Advisory Board and as required by law (Section 36533, California Streets and Highways Code). The report includes the various programs and activities, which would be supported by assessment revenue and interest earnings.

## ADVISORY BOARD

The California Streets and Highways Code requires an Advisory Board, appointed by the City Council, to make recommendations for revenue expenditures. The attached Annual Report was approved by the members of the City Council appointed Advisory Board on April 15, 2013. Pursuant to the California Streets and Highways Code, City Council should

reappoint the members of the Advisory Board, as listed in the attached Annual Report, to continue their advisory board member duties as required by the California Streets and Highways Code.

### PROPOSED BUDGET

The proposed budget for the Chatsworth Business Improvement District's 2013/2014 operating year is \$131,460.00. This amount includes the anticipated 2013/2014 assessment revenue of \$101,460.00, and approximately \$30,000.00 rolled over from the 2012/2013 Business Improvement District year budget to pay end of the year expenses for 2012/2013 that are billed in 2013/2014. Any remaining surplus funds, not used for end of the year expenses, will be used for the 2013/2014 Business Improvement District year improvements and activities expenses. A copy of the budget is included in the Annual Report in "Attachment A."

### PROPOSED DISTRICT BOUNDARIES

The Chatsworth Business Improvement District's boundaries for its 2013/2014 operating year remain unchanged from the Business Improvement District's 2012/2013 operating year and are generally described as all commercial businesses along Devonshire Street from 20419 to 21930, along Mason Street from 10116 to 10370 on the even side and 10241 to 10317 on the odd side, and along Old Depot Plaza Road from 10030 to 10050. A map illustrating the Chatsworth Business Improvement District's boundaries for its 2013/2014 operating year is included in the Annual Report (Attachment A).

### PROPOSED IMPROVEMENTS AND PROGRAMS

The Chatsworth BID's activities and programs for the 2013/2014 operating year include, but are not limited to: Administration, Communication, Security/Business Watch, Streetscape/Landscape Maintenance, and New Projects, which would be supported by assessment revenue and are described in its Annual Report (Attachment A).

Improvements and activities are services which will be provided to supplement the services already provided by the City of Los Angeles and will not supplant City services. The Owners' Association may contract with third party vendors to perform and complete District improvements and activities and uphold to City and State regulations where applicable. The proposed improvements and activities are completely separate from the day to day operations of the City of Los Angeles and the City is not involved with selection of the Districts' vendors.

### ASSESSMENT METHODOLOGY

The assessment methodology for the Chatsworth Business Improvement District is based on business categories. Businesses are categorized based on their type of business, and each category is assessed a flat rate. The assessments range by categories from \$120 to \$1,200 annually.

A full description of the assessment methodology with the classification of businesses and assessment schedule is included in the Annual Report (Attachment A).

#### EXEMPTION UNDER PROPOSITION 26

On November 2, 2010, voters in the State of California passed Proposition 26, which broadened the definition of taxes and which require approval by two-thirds of each house of the Legislature or by local voter approval. However, Proposition 26 provides for exemptions.

Under Proposition 26, assessments for specific benefits are not defined as taxes and are exempt under Article XIII C §1(e)(1) which states "A charge imposed for a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege". For the City Council to find that the Chatsworth Business Improvement District is exempt from Proposition 26, it must find that 1) the assessment dollars are used in a manner that creates a clear and direct link between the services provided and the benefit to the assessed business; 2) no business other than the assessed businesses will benefit from the assessment and services; and 3) the assessment imposed does not exceed the reasonable cost to the local government of conferring the benefit.

The assessments for the Chatsworth Business Improvement District are used to provide Administration, Communication, Security/Business Watch, Streetscape/Landscape Maintenance, and New Projects, which directly and specially benefits businesses within the Chatsworth Business Improvement District. These services are funded solely by the assessments collected and are provided only to the businesses which pay the assessments. No services are provided to businesses which do not pay the assessments or to businesses located outside of the District boundaries. The assessment dollars collected fund the budget to provide these services within the District boundaries for the purpose of improving commerce in an effort to attract customers and new businesses to the District and concurrently increase business to stakeholders located within the District boundaries. Such services cannot be provided without charging the assessment. Therefore, the services are a direct result of the assessment collected and only the businesses paying the assessment will receive the services.

#### CONTRACTING WITH NON-PROFIT SERVICE PROVIDER

Upon the establishment of the District, State law requires that the City enter into an agreement with an Owners' Association for the administration of the District. City policy dictates that competitive bidding requirements are to be met when contracting. However, Charter sections 371(e)(2) and 371(e)(10) provide exceptions to the competitive bidding requirements, and states, in relevant part, that the competitive bidding process does not apply to contracts "for the performance of professional, scientific, expert, technical, or other special services of a temporary and occasional character" and "where the contracting authority finds that the use of competitive bidding would be undesirable, impractical or

impossible or where the common law otherwise excuses compliance with competitive bidding requirements.”

From its first operating year, the Chatsworth Business Improvement District has been administered by the Chatsworth B.I.D., Inc., a California non-profit mutual benefit corporation, which oversees expenditures and manages and implements improvements and activities related to the Business Improvement District. Through its longstanding presence in the Chatsworth community and as administrator of the Business Improvement District during its eleven years of operation, the Chatsworth B.I.D., Inc. possesses unique knowledge and expertise of the Chatsworth Business Improvement District and has a vested interest in its success. Therefore, the City Clerk finds that it would be undesirable and impractical to comply with the competitive bidding requirements or to select another entity to administer the District.

#### ASSESSABLE CITY PROPERTY

There are no City-owned properties located within the Chatsworth Business Improvement District boundaries.

#### FISCAL IMPACT

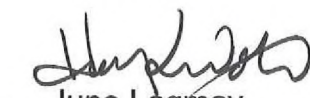
There is no impact on the General Fund. This is a merchant-based Business Improvement District and there are no assessments for City-owned properties within the Business Improvement District.

#### RECOMMENDATIONS

1. FIND that the assessments imposed by the Chatsworth Business Improvement District for the 2013-2014 fiscal year provide services that directly benefit each of the businesses which pay the assessments.
2. FIND that the services funded by the assessments are provided only to each of the assessed businesses within the boundaries of the District.
3. FIND that the assessment imposed does not exceed the reasonable cost of conferring the benefits.
4. FIND that the assessments for the proposed business based District are not taxes and that the District qualifies for exemption from Proposition 26 under exemption 1 of Article XIII C §1(e)(1).
5. FIND that the services to be provided by the Owners' Association are in the nature of professional, expert, technical or other special services, that the services are of a temporary and occasional character, and that the use of competitive bidding would be impractical, not advantageous, undesirable or where the common law otherwise excuses compliance with competitive bidding requirements.

6. APPROVE the Chatsworth B.I.D., Inc., a California non-profit mutual benefit corporation, to administer the proposed services of the Chatsworth Business Improvement District pursuant to Section 36500 et seq. of the California Streets and Highways Code and City regulations.
7. AUTHORIZE the City Clerk, subject to City Attorney approval, to prepare, execute, and administer a contract between the City of Los Angeles and the Chatsworth B.I.D., Inc. to administer the Chatsworth Business Improvement District, if the Ordinance reconfirming the Business Improvement District is adopted.
8. APPOINT the Chatsworth Business Improvement District Advisory Board Members as listed in the Chatsworth Business Improvement District Annual Report
9. ADOPT an Ordinance of Intention confirming the Chatsworth Business Improvement District Annual Report and levying an annual assessment for the Chatsworth Business Improvement District's twelfth operating year, June 1, 2013 to May 31, 2014.
10. DIRECT the City Clerk to schedule, prepare, publish, and mail the public hearing notice, as required by the provisions of Section 36500 et seq. of the California Streets and Highways Code.
11. INSTRUCT the City Clerk, subject to approval by the City Attorney as to form and legality, to prepare an enabling Ordinance levying the special assessment for the Chatsworth Business Improvement District's twelfth operating period beginning June 1, 2013 to May 31, 2014.

Sincerely,

  
June Lagmay  
City Clerk

JL:HLW:MCP:RMH:ev

Attachments: Chatsworth Business Improvement District's 2013/2014 Annual Report;  
Ordinance of Intention



CHATSWORTH BUSINESS IMPROVEMENT DISTRICT INC.  
10038 Old Depot Plaza Road  
Chatsworth, 91311  
Telephone: 818-721-0171

April 15, 2013

Mr. Eugene Van Cise  
Office of the City Clerk  
200 N. Spring Street, Room 224  
Los Angeles, CA 90012

Re: Chatsworth Business Improvement District  
2013-2014 Annual Report

Dear Mr. Eugene Van Cise,

As required under the Chatsworth Business Improvement District Agreement with the City of Los Angeles, the Chatsworth Business Improvement District **Advisory Board** have reviewed in detail both the year to date activities and proposed 2013-2014 budget.

We are pleased to endorse and approve the Annual Report for the renewal year 2013-2014.

Cordially,

*Linda van der Valk*

Linda van der Valk, Interim Chairperson  
Chatsworth BID Advisory Board

cc:  
Administrative Services  
Special Assessments Unit

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CHATS WORTH BID

# Chatsworth Business Improvement District

## 2013/2014 Annual Report

(The fiscal year is from  
June 1, 2013 to May 31, 2014)

*Prepared by:*  
Rana Ghadban  
BID Administrator

# **2013/2014 Annual Report Chatsworth Business Improvement District (Chatsworth BID)**

*Name of Business Improvement District:*

Chatsworth Business Improvement District

*Fiscal year:*

June 1, 2013 to May 31, 2014

*Advisory Board Members:*

1. Ed Barker
2. Linda van der Valk
3. Jerry England
4. Gary Thomas

**The advisory board approved this 2013/2014 Annual Report on April 15, 2013.**

There are no proposed changes to the boundaries or benefit zones.

New businesses that opened within the Chatsworth BID after the notice of the required public hearing for the ordinance for levying the 2013/2014 assessments was sent by the Los Angeles City Clerk will be exempt from the 2013/2014 assessment; however, they will be subject to assessments in future years. Any businesses that relocate within the BID year and remain within the BID area must pay their assessments and the rolls will be updated.

The estimated cost for providing improvements and activities for 2013/2014 is \$131,460 as presented in the Budget Proposal in ***Attachment 1***. The total amount of assessments that businesses will be billed is \$101,460. The assessment methodology and assessment listing for Chatsworth businesses are attached to this report as ***Attachment 2***. The Chatsworth BID has an estimated surplus balance of \$30,000 from the 2012/2013 fiscal year that will be carried forward to the 2013/2014 fiscal year.

To our knowledge, there are no other grants or contributions to be made from other sources other than the assessments levied pursuant to this report.

2012/2013 Programs were as follows:

- A. **Administration**: The BID continued to outsource administration to the Chatsworth/Porter Ranch Chamber of Commerce to accomplish the day-to-day operations of the BID. The annual CPA review required shall be conducted in this category as well. The Administrator will also support and coordinate programs, events, advertising and promotional programs intended to increase business within the BID among Stakeholders and with the community at large.
- B. **Marketing**: For 2012-2013, the BID improved all aspects of its marketing strategy:
- We continued the installation of the American Flags along Devonshire during Memorial Day to 4th of July.
  - Holiday Parade participation supported Stakeholders' business in other community events.
  - A copywriter was hired to write the content of the website and the new website has been an ongoing project during 2012/2013.
  - A map of the corridor is also an ongoing effort to be completed by the end of this fiscal year.
- C. **Security/Business Watch**: Both the Security Patrol Program and Business Watch Program utilized in 2012-2013 will continue in 2012-2013 with the added benefit of a day time patrol and an ambassador program. This program continues to be very successful to make Chatsworth a safer place to work and do business.
- D. **Streetscape/Landscape Maintenance**: The BID's American flag installation along the BID corridor continued during Memorial Day to 4th of July. In addition, ongoing services for maintenance of our "Welcome to Chatsworth" signs and distinctive Chatsworth-themed sidewalk benches and trash receptacles have continued to take place. We have been successful in reporting graffiti and ensuring that it has been removed in a timely manner
- **Landscape Maintenance** - The BID participated in the landscaping of the improvement project at Devonshire St. and Canoga Ave. co-sponsored with the Chatsworth Neighborhood Council.
  - **Tree Trimming** - The BID hired a company to trim all the trees along the corridor.
  - **Benches and Receptacles** - At the direction of the BID, the maintenance company continued to clean the benches and receptacles and paint them, as necessary, to remove graffiti or vandalism.
- E. **New Projects**: 2012-2013 funds for this category were not used for the Holiday Lights or the Veteran's Park. They were mainly used for the hiring of a strategic consulting firm which submitted a complete strategic plan for the BID with clear long term goals and objectives to benefit the Devonshire Corridor.

## **2013/2014 PLANNED ACTIVITIES:**

The BID worked very closely with a strategic planner to develop a long-term plan to improve the Corridor while preserving the history and heritage of our Chatsworth community. 2013/2014 will be the first year in the execution of this plan. Our focus will be on:

- Communication to Stakeholders
- Security services
- Landscaping

The 2013-2014 objectives include:

- A. **Administration:** We will outsource administration to the Chatsworth/Porter Ranch Chamber of Commerce to accomplish the day-to-day operations of the BID. The administrator will also oversee part-time personnel and all volunteers' work including data entry and the preparation and distribution of all communication materials to stakeholders. The annual CPA review required shall be conducted in this category as well. The Administrator will also support and coordinate programs, events, advertising and promotional programs intended to increase business within the BID among Stakeholders and with the community at large.
- B. **Communication:** For 2012-2013, the BID will continue to improve all aspects of its communication strategy.
- We will focus on the communication with Stakeholders via the new website. Promoting the website will also be crucial through Search Engine Optimization (SEO) and Social Media. SEO is the process of improving the visibility of our website in various search engines and draw more visitors to our website. This internet marketing strategy will optimize our website which will involve editing its content and coding to increase its relevance to specific keywords. By constantly updating and posting news on the BID FaceBook Page and other social media, this campaign will increase the communication of the BID with its stakeholders.
  - The copywriter will be responsible to writing press releases and articles on BID activities and stakeholders on a monthly basis.
  - The highlight of our communication plan will be the institution of an Ambassador program. The BID will utilize its hired Security service to outreach to stakeholders on a weekly basis. (see below)
- C. **Security/Business Watch:** Both the Night Security Patrol Program and Business Watch Program utilized in 2012-2013 will continue in 2013-2014. This year the BID

will institute a DAY-TIME security patrols during the week to meet the needs and concerns of its stakeholders highlighted in the results of the survey and focus groups. Patrols will also act as ambassadors to communicate the services of the BID to its stakeholders via brochures and other tools. This program will be this year's focus to enhance Chatsworth as a safer place to work and do business.

D. **Streetscape/Landscape Maintenance**: For 2013-2014, we will continue to pursue streetscape enhancements accomplished in 2012-2013 which include the maintenance of all tree-wells and the benches and trash receptacles to enhance the overall look of the Devonshire corridor.

- **Landscape Maintenance** - The BID plans to maintain the landscaping and watering of the improvement project at Devonshire St. and Canoga Ave. co-sponsored with the Chatsworth Neighborhood Council.
- **Tree Maintenance** - At the direction of the BID, a maintenance company will continue to maintain the trees and the tree wells along the Devonshire Corridor that were originally planted by the BID using an approved maintenance company.
- **Benches and Receptacles** - At the direction of the BID, the maintenance company will continue to clean the benches and receptacles and paint them, as necessary, to remove graffiti or vandalism.

E. **New Projects**: 2013-2014 funds for this category will be mainly utilized for the implementation of the strategic plan (*see attachment 3*) to enhance the overall look of the corridor. New projects will include:

- **The Corridor Improvement and Planning** will be along Devonshire during the Holiday Season and make the corridor a place of interest for residents to visit
- **Grant writing possibilities and the search for other funding sources to help in the implementation of the long term goals of the BID.**

Costs for the 2013/2014 planned activities mentioned above are outlined in the 2013/2014 Budget Proposal which is attached to this report as ***Attachment 1***.

I certify that I represent the non-profit organization of the Chatsworth Business Improvement District, Incorporated and I am authorized to submit this report on behalf of the organization.

Respectfully submitted by:



**Rana Ghadban**  
**BID Administrator**



**Nick Montano**  
**BID President**

# Attachment 1: Chatsworth Business Improvement District Budget Proposal 2013/2014

## ESTIMATED REVENUE FOR 2013/2014:

Amount carried forward from 2012/2013:	\$30,000
Estimated assessments for 2013/2014:	\$101,460

<b>Total Estimated Revenue</b>	<b>\$131,460</b>
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## ESTIMATED EXPENSES FOR 2013/2014:

### Administration (A)

• Outsource full administrative services:	\$ 24,000
Including Marketing Assistance, Newsletter Production/Publishing/Copying	
• Insurance (Directors and Officers & Liability)	\$ 3,000
• General Postage/Supplies	\$ 750
• Bank service charges/print checks	\$ 200
• CPA Review	\$ 2,500

<b>Total Administration Expenses</b>	<b>\$ 30,450</b>
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### Communication (B)

• Promotional Materials	\$1,500
• Communication (e.g., Copywriter, Web Content, Newsletter ...)	\$ 3,600
• Web Hosting	\$ 100
• American Flag installations	\$ 1,450

<b>Total Marketing Expenses</b>	<b>\$ 6,650</b>
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### Security/Business Watch (C)

• Day Time & Night Time Security Patrols	\$ 50,000
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<b>Total Security/Business Watch Expenses</b>	<b>\$ 50,000</b>
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### Streetscape/Landscape Maintenance (D)

• Cleaning, Repairs & Maintenance (e.g., signs)	\$500
• Bench and Trash Maintenance Services	\$ 4,500
• Tree Well Maintenance	\$ 12,000

<b>Total Streetscape/Landscape Maintenance Expenses</b>	<b>\$ 17,000</b>
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### New Projects:

• Corridor Improvement & Planning	\$ 20,000
• Grant Writing & Search for Other Funding Sources	\$7,360

<b>Total New Projects Expenses</b>	<b>\$ 27,360</b>
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<b>Total Estimated Expenses/Budget</b>	<b>\$131,460</b>
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## CHATSWORTH BID - - PROPOSED BOUNDRIES

The following streets and address series comprise the BID areas:

Street	Address Series
Devonshire Street	20419 – 21930
Mason Avenue	10116 – 10370 ( Even ) 10241 – 10317 ( Odd )
Old Depot Plaza Road	10030 – 10050

## CHATSWORTH BID - - ASSESSMENT METHODOLOGY

Each business within the Chatsworth BID will be assigned to a category based on the type of business conducted and assessed according to the amount assigned to that category.

The following is a list of assessment amounts that have been assigned to each category of business:

CATEGORY	AMOUNT FOR EACH BUSINESS
A. MAJOR FINANCIAL, UTILITY, & TOURISM RELATED	\$ 1,200.00
B. MAJOR RETAIL	\$ 720.00
C. RETAIL ORIENTED	\$ 360.00
D. SERVICES	\$ 240.00
E. PROFESSIONALS	\$ 180.00
F. MANUFACTURERS, WHOLESALE, NON-PROFITS, ETC.	\$ 120.00
G. AUTOMOTIVE SERVICES	\$ 240.00

## CHATSWORTH BID -- ASSESSMENT METHODOLOGY CATEGORIES

The following seven Categories of Business comprise the Chatsworth BID:

**A. Major Financial, Utility, & Tourism Related:** The following Category A businesses include but are not limited to:

Banks; Financial Institutions; Major Theaters (3 locations or more); Hotels with 100 rooms or more

**B. Major Retail Oriented:** Businesses grossing over \$1,000,000 per year according to L.A. annual business license data.

(See Category C for types of businesses included as part of Category B)

**C. Retail Oriented:** Businesses grossing less than \$999,999 per year according to L.A. annual business license data. The following Category C businesses include but are not limited to:

Amusement Centers; Antique Stores; Art Supply; Auto Retail Supply; Bakery; Bars/Lounges; Billiard Rooms; Bookstores; Bowling Alleys; Cafes/Espresso Bars/Juice Bars; Camera Stores; Cellular Phone Retail Stores;

*Category C Businesses continued.....*

Check Cashing Businesses; Clothing and Apparel Stores; Coffee Shops; Community Newsletters; Commercial Property Owners leasing/renting in the BID; Computer Stores; Department Stores; Drug Stores; Duty Free Stores; Electronic Components and Stereo Stores; Factory Outlet Stores; Galleries; Ice Cream and Yogurt Shops; Jewelry Stores; Liquor Stores; Markets; Micro Breweries; Money Exchange Businesses; Hotels/Motels (under 100 rooms); Musical Instruments and Recorded Music Stores; Office Supply Stores; Parking Lots; Perfume Stores; Pet Supply Stores; Pool/Spa Supply Stores; Restaurants; Second Hand Stores; Shoe Stores; Sports Equipment Retail Stores; Video/Game Stores; Virtual Reality Stores

**D. Services:** The following Category D businesses include but are not limited to:

Auto Rentals; Auto Sales (New or Used); Automotive Retail Parts Replacement; Barbers/Nails/Beautification; Carpet Cleaners; Computer/Electronic Repairs; Contractors; Copy Centers; Cosmetic and Skin Related; Dry Cleaners and Laundry; Equipment Rentals; Flooring and Draperies Sales; Floral Related; Furniture Stores/Home Furnishings; Gas and Services Stations; Hardware Related; Limousine Related; Locksmith/Key Maker; Piano Repairers; Mail Centers; Martial Arts Centers; Nursery and Garden Related; Pet Groomers; Pharmacies; Photographers; Photo Developers; Religious Gifts; Shoe Repair/Shoe Shine Stands; Sport Equipment Repair; Swimming Pool Services; Tanning Salons; Ticket Sellers; TV Repairs

**E. Professionals:** The following Category E businesses include but are not limited to:

Advertising and Public Relations; Animal Hospitals and Vets; Architects; Artists; Attorneys; Auto Brokers; Beauty Schools; Broadcasters; Caterers; Certified Produce; Child Care Centers; Consultants; Convalescent Homes; CPAs; Dance Studios; Draftsmen and Blueprint and Surveyors; Engineers; Financial/Investment Brokers or Planners; Funeral and Mortuaries; Graphic Artists; Health Care/Medical Doctors; Hospitals; Insurance Brokers and Agents; Interior Designers; Landscapers; Loan Counselors; Messengers; Music Studios; Nursing and Convalescent Homes; Plumbers; Printers/Publications; Property Managers; Real Estate Brokers and Agents; Retirement Homes; Security Services; Software/Web Designers; Tailors; Temporary Services; Traffic Schools; Travel Agents and Related

**F. Manufacturers, Wholesale, Non-Profits, Etc.:** The following Category F businesses include but are not limited to:

Bottling Companies; Charter Bus Companies; Chemical and Janitorial; Common Carriers/Buses; Dairies; Distributors; Drapery/Window Treatment Subcontractors; Heating and Air Conditioning; Import/Export Industrial; Interstate sales/shipping; Labor Unions; Linen Supply; Manufacturing; Metal Working; Non-Profit businesses; Recycling; Refuse; Self Storage; Silk Screening; Towing; Trade Unions; Trucking Companies; Upholsterers; Vocational Schools; Warehousing; Wholesale Sales

**G. Automotive Services:** The following Category G businesses include but are not limited to:

Auto Body and Paint Shops; Auto Repair/Mechanics Services; Auto Parts Wholesale; Auto Wrecking

**Attachment 2: Chatsworth 2013/2014 Assessments**

<b>No.</b>	<b>LEGAL NAME</b>	<b>DBA</b>	<b>BUSINESS ADDRESS</b>	<b>2013/14 Asmt</b>
1	Nail Spa	Nail Spa	20423 Devonshire St	\$240
2	Buy Eng Ngo	Earls Donut House	20429 Devonshire St	\$360
3	Varand & Yvette Zarifian	Colours Hair Salon	20437 Devonshire St	\$240
4	Starbucks #1671	Starbucks #1671	20440 Devonshire St	\$360
5	The Vons Companies Inc	Vons 1671	20440 Devonshire St	\$1,200
6	Peter J & Barbara J Laspina	Baskin Robbins 31 Ice Cream	20445 Devonshire St	\$360
7	SRR LLC	Saroj Malhi Am Pm	20455 Devonshire St	\$360
8	One West Bank	One West Bank	20505 Devonshire St	\$1,200
9	Soo Cho	House of Bread	20507 Devonshire St	\$360
10	EZ Fun 'n Fruitful Enterprises Inc	Robek's Juice #306	20509 Devonshire St	\$360
11	Panda Express Inc	Panda Express	20515 Devonshire St	\$360
12	JP Mortgage Corp	JP Mortgage Corp	21032 Devonshire St #217	\$180
13	Starbucks Corporation	Starbucks Coffee #5341	20516 Devonshire St #B	\$360
14	Fazio Cleaners	Fazio Cleaners	20516 Devonshire St #C	\$240
15	Western Bagel Company Inc	Western Bagel Too	20516 Devonshire St #D	\$360
16	Tao Life Inc	Body & Brain Yoga	20517 Devonshire St	\$180
17	Krm Sikh Corp	Round Table Pizza	20519 Devonshire St	\$360
18	Citibank Cbsac2-0115	Citi Lease Accounting	20520 Devonshire St	\$1,200
19	Cartland Enterprises	Curves For Women	20521 Devonshire St	\$240
20	Edward Dove DDS PC	Edward Dove DDS PC	20523 Devonshire St	\$180
21	Dat Phuc Nguyen	Cafe Orient	20527 Devonshire St	\$360
22	Trinh Thuan Quang	Chatsworth Nails	20529 Devonshire St	\$240
23	Karen Vadman	Renees Art Studio	20531 Devonshire St	\$240
24	Hongwen Yu	Pampered Foot Spa	20533 Devonshire St	\$240
25	Arusyak Adzhyan	Mason Cleaners	20535 Devonshire St	\$240
26	Staffchex Management Group Inc	Staffchex Management Group Inc	20537 Devonshire St	\$180
27	Angelo/Helen D Giambone	Angelos Ristorante Italiano	20539 Devonshire St	\$360
28	Nadia Sadat	Fantastic Sam's	20541 Devonshire St	\$240
29	Leslies Poolmart Inc	Leslies Swimming Pool Supply	20543 Devonshire St	\$360
30	Lawrence Ruiz	Casa De Carlos-Chatsworth	20549 Devonshire St	\$360
31	Ovsanna Adamian	Mason Fine Jewelers	20551 Devonshire St	\$360
32	Education Mgmt Systems Inc	Opportunities For Learning	20553 Devonshire St	\$180
33	R & W Group	Ups Store	20555 Devonshire St	\$360
34	Flagstar Inc	Carrows Restaurant #143	20557 Devonshire St	\$720
35	Chabad of Chatsworth	Chabad of Chatsworth	20735 Devonshire St	\$120
36	Summerville At Cobbco Inc	Emeritus of Chatsworth	20801 Devonshire St	\$240
37	C & L 28 Inc	Burger King #5896	20838 Devonshire St	\$720
38	Hilu Brothers Inc	De Soto 76	20841 Devonshire St	\$240
39	Rami Borsheh	Desoto Auto Repair	20850 Devonshire St	\$240
40	Khalil E Khoury	Kellys Shell	20850 Devonshire St	\$240
41	Walgreen Co	Walgreens #07015	20901 Devonshire St	\$720
42	Chevron Stations Inc #1961	Attn: Business Licenses	20904 Devonshire St	\$240
43	McDonalds of California Inc	McDonalds 2257	20932 Devonshire St	\$720
44	Jose A Leiro DC	Alpha Chiropractic Center	20933 Devonshire St #102	\$180
45	Bernardino B Villadiego DDS	Bernardino B Villadiego DDS	20933 Devonshire St #103	\$180
46	Randy S Beck	Safari Surf/Sport	20936 Devonshire St #A	\$360
47	Laura C Allen	Curly Gates Hair & Nails	21035 Devonshire St	\$180
48	Beauty Salon	Beauty Salon	21534 Devonshire St #D	\$180
49	NBP Computer Products	NBP Computer Products	20945 Devonshire St #101C	\$360
50	Regal Construction Enterprises Inc	Express Floor Covering & Interior Design	20936 Devonshire St #B	\$240
51	Chevron Station #306681	Attn: Business Licenses	21924 Devonshire St	\$240
52	MBI Commercial Property Mgr	MBI Commercial Property Mgr	20945 Devonshire St #101F	\$180
53	Bank of the West	Bank of the West	20516 Devonshire St #A	\$1,200
54	JJ's Game Lounge LLC	JJ's Game Lounge	10174 Mason Ave	\$360
55	AMK Zone Inc	Smoke Shop	10222 Mason Ave	\$360
56	New Era Tax & Accounting	New Era Tax & Accounting	21000 Devonshire St #103A	\$180

**Attachment 2: Chatsworth 2013/2014 Assessments**

<b>No.</b>	<b>LEGAL NAME</b>	<b>DBA</b>	<b>BUSINESS ADDRESS</b>	<b>2013/14 Asmt</b>
57	Sato Gharibian	Indelife Services	21757 Devonshire St #14A	\$180
58	Therapy Health Massage	Therapy Health Massage	21816 Devonshire St	\$180
59	El Basha Inc	Real Property Management West San Fernando Valley	20945 Devonshire St #205	\$180
60	Ali Samadzadeh Tabrizi	\$1 Smart	21102 Devonshire St	\$360
61	Joseph E Leon	Jose Antonio Peruvian & Chinese Cuisine	20951 Devonshire St	\$360
62	Natalie McDonald	Blackstone Consulting	20953 Devonshire St #2	\$180
63	Cynthia R Faith	Ciggy's for Less	21534 Devonshire St #H	\$360
64	Ronald M Schulkin Cpa Apc	Ronald Schulkin Cpa	20953 Devonshire St #8	\$180
65	Automart Export Inc	Speeding Auto Trade	20953 Devonshire St #9	\$240
66	Vanik Hartounian / Vahan Minassi	Express Shoe Lab	20955 Devonshire St	\$240
67	Eiji / Yoshiko Omino	Omino Sushi & Japanese Cuisine	20957 Devonshire St	\$360
68	Vivian Nguyen	Bedazzled Nail Etc	20961 Devonshire St	\$240
69	Chatsworth Cigar	Chatsworth Cigar	20963 Devonshire St	\$360
70	Computer Resource Specialists	Computer Resource Specialists	21000 Devonshire St #101B	\$180
71	Angelica Avalos	Marquise Realty	21000 Devonshire St #101C	\$180
72	Malibu Reconveyance LLC	Malibu Reconveyance	21000 Devonshire St #102A	\$180
73	Cell Plus	Cell Plus	21534 Devonshire St #I	\$360
74	Leon Shahbol	Dental Prosthetics Lab	21000 Devonshire St #104	\$180
75	The Sherwin Williams Co	Sherwin Williams Paints	10230 Mason Ave	\$120
76	MTV Inc	MTV Inc	21000 Devonshire St #107	\$180
77	Sogene Paack	Sogene Paack Insurance	21000 Devonshire St #109	\$180
78	Renay G Rodriguez	Law Offices of R Grace Rodriguez	21000 Devonshire St #112	\$180
79	Goldman & Solomon LLC	The Flamebroiler 126	10364 Mason Ave	\$1,200
80	Lita Guidotti	Star Realty Services	21000 Devonshire St #201	\$180
81	Little Caesar's Enterprises Inc	Little Caesar's #5726	10366 Mason Ave	\$360
82	Fred Yeger Insurance	Fred Yeger Insurance	21000 Devonshire St #204	\$180
83	Fate Hospice Care Inc	Fate Hospice Care Inc	20945 Devonshire St #101B	\$180
84	Ramon E Ocon Ea Inc	Ocon & Associates	21000 Devonshire St #207	\$240
85	James A Pasternak DDS Inc	James A Pasternak DDS	21000 Devonshire St #209	\$360
86	Bank of America	Bank of America C/O Jones Lasalle Ca9-193-14-27	21001 Devonshire St	\$1,200
87	Ahmed Omran / Omar Khattab	Heaven Tours Inc	21006 Devonshire St #201	\$180
88	Law Office of Rob Samudrala	Law Office of Rob Samudrala	21006 Devonshire St #202	\$180
89	Allied Realty	Allied Realty	21006 Devonshire St #203	\$180
90	Cosmos Consulting	Cosmos Consulting	20945 Devonshire St #101D	\$240
91	Cathexis Therpeautic Imagery	Cathexis Therpeautic Imagery	20945 Devonshire St #101E	\$240
92	Never Light Inc	Never Light Inc	20945 Devonshire St #102	\$120
93	Demsey Filliger & Associates	Demsey Filliger & Associates	21006 Devonshire St #205	\$180
94	Farmers Insurance	Farmers Insurance	21006 Devonshire St #206	\$180
95	Gary Glen Ashe	Golden State Mobile Homes	21006 Devonshire St #206	\$360
96	Richard Susanto	Richard Susanto	21006 Devonshire St #206	\$180
97	Worldwise Productions LLC	Worldwise Productions LLC	20945 Devonshire St #103	\$180
98	American Tiger Transports LLC	American Tiger Transports LLC	20945 Devonshire St #104	\$120
99	Pro Serve Entities Inc	All American Real Estate & Finance	21012 Devonshire St	\$180
100	Legal-Act Enterprises Inc	Mailworks Etc	21012 Devonshire St	\$360
101	Kalpna / Praful Kapadia	Bombay Market	21014 Devonshire St	\$360
102	Bamboo Thai Spa	Bamboo Thai Spa	21018 Devonshire St	\$240
103	San Fernando Insurance	San Fernando Valley Heart Ins	21021 Devonshire St #101	\$180
104	William Mungcal	Farmers Insurance	21021 Devonshire St #102	\$180
105	Christine A McClane	Law & Mediation Offices of Christine McClane	21021 Devonshire St #202	\$180
106	Shekhar N Chikhalikar	Snc Law Office	21021 Devonshire St #202	\$180
107	Ideal Care Home Health Service	Ideal Care Home Health Service	21021 Devonshire St #203	\$180
108	Professional Income Tax Service	Professional Income Tax Service	21021 Devonshire St #204	\$180
109	Able-Astor Inc	Able-Astor Inc	21021 Devonshire St #205	\$180

**Attachment 2: Chatsworth 2013/2014 Assessments**

<b>No.</b>	<b>LEGAL NAME</b>	<b>DBA</b>	<b>BUSINESS ADDRESS</b>	<b>2013/14 Asmt</b>
110	Accent On Research Inc	Accent On Research	21021 Devonshire St #206	\$180
111	Alan Wolfson / Michael D'Egidio DDS	Chatsworth Family Dental Group	21029 Devonshire St	\$180
112	Sarah Tak	The Hungry Ninja	21032 Devonshire St #101	\$360
113	Linda T Nguyen / George Lac	Shear Trends Barber & Salon	21032 Devonshire St #102	\$240
114	Burrito Works Inc	Burrito Factory	21032 Devonshire St #103	\$360
115	Kimberlys Nail & Skin Care	Kimberlys Nail & Skin Care	21032 Devonshire St #104	\$240
116	Venetian Tan	Venetian Tan	21032 Devonshire St #105	\$240
117	Dennish Insurance Services Inc	Dennish Insurance Services	21032 Devonshire St #106	\$180
118	Somsak Seayub	Thai Valley	21032 Devonshire St #107	\$360
119	All Ways Gaming Inc	All Ways Gaming	21032 Devonshire St #109	\$360
120	Arum Ghorkar	Mother India Catering	21032 Devonshire St #111	\$180
121	Adel F Fahmy	Devonshire Animal Hospital	21032 Devonshire St #112	\$240
122	Advanced Tech Supply Inc	Advanced Tech Supply	21032 Devonshire St #203	\$180
123	Frejeanne R Scott	State Farm Insurance	21032 Devonshire St #204	\$180
124	Mustard Seed Fellowship	Mustard Seed Fellowship	21032 Devonshire St #205	\$120
125	Daniel Goldberg	Dan Goldberg Appraisals	21032 Devonshire St #206	\$180
127	DATO Property Management	DATO Property Management	20945 Devonshire St #107	\$180
128	Orr & Associates	Orr & Associates	21032 Devonshire St #209	\$180
129	Hammonds / Frey Acct Corp	Hammonds & Frey	21032 Devonshire St #210	\$180
130	Atlis Enterprises Inc	Best Rate Insurance Services	21032 Devonshire St #211	\$180
131	Tree of Life Church	Tree of Life Church	21032 Devonshire St #213	\$120
132	Cal Tours Inc	California Sun Lines	21032 Devonshire St #216	\$180
133	Network-911.com	Network-911.com	20945 Devonshire St #204	\$240
134	David L Leveque	David Leveque Insurance	21032 Devonshire St #218	\$180
135	Vet Center	Vet Center	20946 Devonshire St	\$240
136	Dewey Wohl / July Wohl	Dewey Wohl / July Wohl	20953 Devonshire St #4	\$180
137	Dahl / Codemagic	Dahl / Codemagic	21000 Devonshire St #114B	\$180
138	Dr Joseph Chun DC	Allcare Center	21039 Devonshire St	\$180
139	Prudential California Realty	Prudential California Realty	21049 Devonshire St	\$240
140	V K International Technologies Inc	Econtek	21049 Devonshire St #101	\$180
141	Market Insight LLC	Fusion Marketing	21049 Devonshire St #102	\$180
142	Castlehead Escrow Inc	Castlehead Escrow Inc	21049 Devonshire St #201	\$180
143	Service Specialties	Service Specialties	21049 Devonshire St #203	\$180
144	Real Tandem Inc	Real Tandem	21049 Devonshire St #204	\$360
145	Faires Ruddell/Jim Clafin	Faires Ruddell/Jim Clafin	21049 Devonshire St #206	\$180
146	Micah A Kritzman	All IT Solutions/Weboperations	21049 Devonshire St #211	\$180
147	Maria Casino	Casino Bookkeeping Service	21049 Devonshire St #211	\$180
148	Robert Tomaszewski	Neuropsychological Rehab Center	21053 Devonshire St #101	\$180
149	Sepulveda Dental Lab	Sepulveda Dentistry Lab	21053 Devonshire St #102	\$180
150	Mike Waldrip	KM Waldrip Cpa	21053 Devonshire St #103	\$180
151	Brent E Vallens	Brent E Vallens Atty At Law	21053 Devonshire St #104	\$180
152	Estates Equity Enterprise Inc	Statewide Mortgage And Realtor	21053 Devonshire St #105	\$180
153	Maylin K Jewelers Inc	Maylin K Jewelers	21053 Devonshire St #106	\$180
154	Mythic Wave Productions Inc	Mythic Wave Productions Inc	21053 Devonshire St #201	\$180
155	Hammond / Hammond Inc	Hammond & Hammond	21053 Devonshire St #202	\$180
156	Northridge Medical Transportation L	Northridge Medical Transportation	21000 Devonshire St #203	\$180
157	Feldman Farmers Insurance	Feldman Farmers Insurance	21053 Devonshire St #205	\$180
158	Susan Nordman	State Farm Insurance	21053 Devonshire St #206	\$180
159	Breathco International	Breathco International	21000 Devonshire St #205	\$180
160	Mianos Food Corp	Ihop 780	21103 Devonshire St	\$360
161	Susie Adzhyan	Loux Cleaners	21104 Devonshire St	\$240
162	Araksia Adzhyan	Kangen Water & Snack Shop	21106 Devonshire St	\$360
163	Chutimon Knouse	Angel Thai Spa	21108 Devonshire St	\$240
164	Hossein Delpasand	Ameci Pizza/Pasta	21110 Devonshire St	\$360
165	Cycle World Chatsworth	Cycle World Chatsworth	21112 Devonshire St	\$360

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<b>No.</b>	<b>LEGAL NAME</b>	<b>DBA</b>	<b>BUSINESS ADDRESS</b>	<b>2013/14 Asmt</b>
166	Kanarut Price	Sunlee Massage Therapist	21113 Devonshire St	\$240
167	CQ Auto Parts Inc	CQ Auto Parts	21116 Devonshire St	\$360
168	Elaine Martin	Tru Cutz Barber Shop	21117 Devonshire St	\$240
169	Northwest Valley Medical Clinic	Northwest Valley Medical Clinic	21119 Devonshire St	\$180
170	Century Fast Foods Inc	Taco Bell	21120 Devonshire St	\$720
171	Alice Raibon	Social Workout Fitness Studio	21141 Devonshire St	\$180
172	Excellence In Education Preschools Inc	Devonshire Preschool	21203 Devonshire St	\$240
173	Hindu Temple & Indian Cultural Center	Hindu Temple & Indian Cultural Center	21213 Devonshire St	\$120
174	Defuria Catering	Defuria Catering	21006 Devonshire St #204	\$360
175	Weams West Investment	Weams West Investment	21006 Devonshire St #208	\$180
176	Lawrence P Shannon	Visual Alliance	21220 Devonshire St #103	\$180
177	Christian Chekel	Preferred Home Security	21220 Devonshire St #104	\$180
179	Written Communications Inc	Written Communications	21220 Devonshire St #202B	\$180
180	Upshot Media	Upshot Media	21220 Devonshire St #203	\$240
181	Sjawa Corp	Alpha Environmental	21220 Devonshire St #205	\$180
182	Bodywise	Bodywise	21006 Devonshire St #209	\$180
183	Belmonte Galey	Belmonte Galey	21220 Devonshire St #208	\$180
184	Center of Spiritual Living	Center of Spiritual Living	21032 Devonshire St #208	\$120
185	R & L Property Management	R & L Property Management	21220 Devonshire St #211	\$180
186	Marvin Kessler	Marv's Car Wash Coin-Op	21221 Devonshire St	\$360
187	Osaka Sushi Restaurant Group Inc	Osaka Sushi	21230 Devonshire St	\$360
188	Roland R Russ	Russ' Automotive	21300 Devonshire St	\$240
189	Yehuda Haim	Miron's Auto Electric & Air Conditioning	21300 Devonshire St #1	\$240
190	Nazar Tonoyan	Royal Muffler	21300 Devonshire St #15	\$240
191	Javier Perez	Chatsworth Auto Upholstery	21300 Devonshire St #17	\$240
192	CSK Auto Inc	O'Reilly Auto Parts #2666	21309 Devonshire St	\$360
193	Soghomon S / A S Poladian	Roxy Cleaners	21317 Devonshire St	\$240
194	LA Car Gallery Inc	LA Car Gallery	21323 Devonshire St	\$240
195	U-Haul Co of Van Nuys Inc	U-Haul Center #711-80	21326 Devonshire St	\$360
196	Mel-O-Dee Garden Center	Mel O Dee Garden Center	21333 Devonshire St	\$360
197	Chatsworth Inn Ltd Et Al	Ramada Inn	21340 Devonshire St	\$720
198	Catalino Feceverria	The New Star	21340 Devonshire St	\$180
199	Recreational Engineering LLC	Rodeo King of Ramada	21340 Devonshire St #B	\$180
200	Barbara V And Brian Johnson	Little Pleasures	21350 Devonshire St	\$360
201	McGovern And McGowan Entertainment Enterprises LLC	Mcg's Bar & Grill	21356 Devonshire St	\$360
202	M & M Cox Enterprises Inc	America's Best Karate	21360 Devonshire St	\$240
203	All State Insurance	Allstate Insurance	21405 Devonshire St #207	\$180
204	Paula Getty-Shearer	Hypnophysics Hypnotherapy	21405 Devonshire St #217	\$240
205	Wheel Pros.com	Wheel Pros.com	21033 Devonshire St	\$360
206	Purcell / Noppe / Assoc Inc	Purcell/Noppe Associates	21408 Devonshire St	\$180
207	Armando Villanueva	Villanueva Mexican Grill	21409 Devonshire St	\$360
208	Hoa Thi Le-Spadoni	Paris Nails	21411 Devonshire St	\$240
209	Gregorio Casalenuovo	Figaro Barber Shop	21415 Devonshire St	\$240
210	Deuk Inc	Kitchen And Flooring Emporium	21417 Devonshire St	\$240
211	Chatsworth Veterinary Center Inc	Chatsworth Veterinary Cntr	21418 Devonshire St	\$180
212	Meral Heyat DDS Inc	Chatsworth Plaza Dental	21423 Devonshire St	\$180
213	Ralphs Market	Ralphs # 710 Grocery Co	21431 Devonshire St	\$720
214	Jung Gyun/Sook Im Yoon	Devonshire West Cleaners	21505 Devonshire St	\$240
215	Kathy Chriqui OD	Optometrics of Chatsworth	21507 Devonshire St	\$180
216	Kieth Long	Strands Salon & Day Spa	21509 Devonshire St	\$240
217	Tshp Group Inc	Straw Hat Pizza	21511 Devonshire St	\$360
218	Edward D / Claire M Barker	Munch Box	21532 Devonshire St	\$360
219	Jni One Inc	Waba Grill Teriyaki House	21534 Devonshire St #B	\$360
220	Dr Leo Rudoy DDS Dental Corp	Dr Leo Rudoy DDS	21534 Devonshire St #C	\$180

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<b>No.</b>	<b>LEGAL NAME</b>	<b>DBA</b>	<b>BUSINESS ADDRESS</b>	<b>2013/14 Asmt</b>
221	Twark Support Services	Twark Support Services	21053 Devonshire St #204	\$240
222	Ming Zhang	Lucky Relax Spa	21534 Devonshire St #E	\$240
223	Evolutionate Inc	Evolutionate Inc	21220 Devonshire St #101	\$180
224	Green Scenes	Green Scenes	21220 Devonshire St #102	\$180
225	Catherine Demencia / Rolando Mencia	Catherines Cake & Candy Supplies	21534 Devonshire St #J	\$360
226	Chatsworth Storage LLC	Extra Space Storage	21536 Devonshire St	\$360
227	Rezvan Lindsay	Career Concept Center / Disability Advocate	21601 Devonshire St #101	\$180
228	Lior Avishay	Lba Insurance Services	21601 Devonshire St #105	\$180
229	Mfg Automation & Software	Mass Inc	21601 Devonshire St #108	\$180
230	BDM Mortgage Services	BDM Mortgage Services	21601 Devonshire St #116	\$180
231	Cpr For Life	Cpr For Life	21601 Devonshire St #117	\$180
232	A Tom Hull Co	Tom J Hull And Co	21601 Devonshire St #128	\$180
233	Somerville Security Inc	Somerville Security Inc	21601 Devonshire St #200	\$180
234	Gundara Design Inc	Gundara Design Inc	21220 Devonshire St #206	\$180
235	Tender Touch Home Care	Tender Touch Home Care	21601 Devonshire St #206	\$180
236	Chatsworth Insurance Services	Chatsworth Insurance	21601 Devonshire St #207	\$180
237	David Scully And Co Cpas	David Sculley & Co Cpa	21601 Devonshire St #217	\$180
238	Jerrel W Dunsworth	Jerrel W Dunsworth	21601 Devonshire St #218	\$180
239	Brookdale Life Transition Inc	Brookdale Life Transition Inc	21220 Devonshire St #210	\$180
240	Sherman M Ellison	Traffic Ticket Attorney	21601 Devonshire St #228	\$180
241	Paul Michael Abraham	State Farm Insurance	21601 Devonshire St #305	\$180
242	R Curtis Dalton/Craig Mathias	R Curtis Dalton/Craig Mathias	21601 Devonshire St #309	\$180
243	Tetracam	Dycam Development Company	21601 Devonshire St #310	\$180
244	Ita LLC	Ita LLC	21601 Devonshire St #312	\$180
245	Shaw Seagraves Assoc Inc	Shaw Seagraves Assoc	21601 Devonshire St #317	\$180
246	Kristin McBride	The Skin Within	21405 Devonshire St #218	\$360
247	Mahendra and Praful Patel	Travelodge Inn & Suites	21603 Devonshire St	\$720
248	Nipon Mathiyakom	Chatsworth Liquor	21615 Devonshire St	\$360
249	Abdul Akhunzadah	Tawakal Halal Meat And Deli	21617 Devonshire St	\$240
250	Trylon Inc	Trylon	21601 Devonshire St #201	\$120
251	Joth Inc	Bullys Billiards	21623 Devonshire St	\$360
252	Joth Inc	The Candy Cat	21625 Devonshire St	\$360
253	Pop's Attic	Pop's Attic	21627 Devonshire St	\$360
254	Nicholas James Scarmozzino	The Social Lounge	21629 Devonshire St	\$360
255	Melvin Shanoian	Chatsworth Auto Repair	21630 Devonshire St	\$240
256	William & Margery Holmes	The Cowboy Palace Saloon	21635 Devonshire St	\$360
257	Chatsworth Auto Body	Chatsworth Auto Body	21638 Devonshire St	\$240
258	Richard Savoian	Chatsworth Muffler Service	21640 Devonshire St	\$240
259	Hyejung Kang Lee	Dvd Access	21700 Devonshire St	\$360
260	Uriel And Michelle Zesati	Sergios Restaurant	21701 Devonshire St #A	\$360
261	Elizabeth Jones	Liz Jones Hair Studio And Skin Spa	21701 Devonshire St #E	\$240
262	Edj Holdings Co Et Al	Edward Jones	21701 Devonshire St #F	\$180
263	Denise Schaum	Denise's Pet Grooming	21701 Devonshire St #G	\$240
264	Michael J Bernard	Chatsworth Postal Center	21704 Devonshire St	\$240
265	East-West Body Works	East-West Body Works	21710 Devonshire St	\$240
266	Nathavan Suphakijanan / Edward David Mcneal	My Thai Restaurant	21714 Devonshire St	\$360
267	George & Amir Sukkar	Country Squire Market	21717 Devonshire St	\$360
268	Barthel Motoren Werke Inc	Barthel Motoren Werke	21718 Devonshire St	\$240
269	Juan Ayala	Ayala's Custom Upholstery	21721 Devonshire St	\$240
270	David Lee	Psychic Center	21723 Devonshire St	\$240
271	Sigrid Genuneit	Chatsworth Florist	21727 Devonshire St	\$240
272	Silver King Inc	Silver King	21728 Devonshire St	\$360
273	Mary Alvarez	Innovative Promotions	21732 Devonshire St	\$120

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<b>No.</b>	<b>LEGAL NAME</b>	<b>DBA</b>	<b>BUSINESS ADDRESS</b>	<b>2013/14 Asmt</b>
274	Clark Seif Clark Inc	Clark Inc	21732 Devonshire St #2	\$180
275	Simon Berberyan	Healthy Family Medical Clinic	21740 Devonshire St	\$180
276	Helle Leap	Valley Chiropractic	21740 Devonshire St	\$180
277	Los Toros Restaurant Inc	Los Toros Mexican Restaurant	21743 Devonshire St	\$720
278	Equal Opportunity Care Counsel	Equal Opportunity Care Counsel	21601 Devonshire St #219	\$120
279	Param Yoga LLC	Marydales Param Yoga Healing Arts Center	21750 Devonshire St	\$180
280	Liquid Gardens Inc	Liquid Gardens	21752 Devonshire St	\$240
281	Chang Ho Pak	Blue Spa	21754 Devonshire St	\$240
282	R A Macasaet Dental Corp	Dr Ramil Macasaet Dmd	21757 Devonshire St #1	\$180
283	National Planning Corp	National Planning Corp	21757 Devonshire St #11	\$180
284	Vmc Medical Collections	Vmc Medical Collections	21757 Devonshire St #12	\$240
285	Smart Waste Inc	Smart Waste Inc	21601 Devonshire St #325	\$180
286	Kevin Ellsworth	Nice And Clean Coin Laundry	21621 Devonshire St	\$360
287	K Martin Shaw	K Martin Shaw Atty Services	21757 Devonshire St #16	\$180
288	Dunfield Inc	Rec-Specs	21757 Devonshire St #1A	\$180
289	Larry H Clough	Larry Clough Attorney At Law	21757 Devonshire St #2	\$180
290	Sissi N Ansaldo	USA Appliance Service	21746 Devonshire St	\$180
291	Teresa M Hernandez	Aja Hernandez Cps Inc Tax Service	21757 Devonshire St #7	\$180
292	Carlsen Protection Specialists Inc	Carlsen Protection Specialists Inc	21757 Devonshire St #7	\$180
293	Film & Video Transfers Inc	The Transfer Station	21757 Devonshire St #14	\$240
294	Kenneth C Fong	Darkside Motoring	21758 Devonshire St	\$360
295	Vikram Mishra DDS DC	Chatsworth Dental Group	21800 Devonshire St #A	\$180
296	Naya Touch Inc	Naya Fresh Body Spa	21800 Devonshire St #B	\$240
297	Chatsworth Tire Inc	Chatsworth Tire	21803 Devonshire St	\$360
298	Horst Thiem	Radio Thiem	21808 Devonshire St	\$360
299	Adrienne Flair Dumenigo	Doggone Good Grooming	21812 Devonshire St	\$240
300	Betty J Cates	Betty Cates Dance Concern	21814 Devonshire St	\$180
301	Martin Renetzky	Crestview Medical Collections LLC	21757 Devonshire St #6A	\$180
302	Kevin /William Huling	Les Sisters Restaurant	21818 Devonshire St	\$360
303	Union Bank of California	Union Bank	21821 Devonshire St	\$1,200
304	Adk Services	Chatsworth Cleaners	21824 Devonshire St	\$240
305	Barry Shapiro	All About Printing	21901 Devonshire St	\$180
306	G K M Enterprises Inc	Hooper Camera Stores	21902 Devonshire St	\$360
307	Sue Zanne Braun	Sue Zannes Hair Design	21905 Devonshire St	\$240
308	Rodney Canter	Rodney Canter Cpa	21909 Devonshire St	\$180
309	Metro Chatsworth Inc	Metro Pcs	21911 Devonshire St	\$360
310	Martin Chavez	Tacos El Cosas	21915 Devonshire St	\$360
311	Kong B Tao	Doughboys Donuts	21921 Devonshire St	\$360
312	Avalon Health Care Inc	Avalon Health Care Inc	21757 Devonshire St #9	\$180
313	Kiranjit/Kuldip Mangat	7-Eleven #24596	21925 Devonshire St	\$720
314	Makmurjaya Corp	Silver Panda	10116 Mason Ave	\$360
315	H&R Block	H&R Block	10118 Mason Ave	\$180
316	Rite Aid Corp	Rite Aid #5545	10120 Mason Ave	\$720
317	Tuesday Morning Inc #393	Tuesday Morning	10130 Mason Ave	\$360
318	Papazyan Karapet	The Brother's Shoe Repair	10134 Mason Ave	\$240
319	Eun Seo	Geogianna's Grooming	10136 Mason Ave	\$240
320	Used Books	Books 5150	10144 Mason Ave	\$240
321	Helen Tran	Nail Studio Service	10156 Mason Ave	\$240
322	Parsopchai Saethang	Super Relax	10160 Mason Ave	\$240
323	Acupuncture & Vitamin Store	Acupuncture On Health	10164 Mason Ave	\$360
324	Billy Jack	Honshu Sushi	10166 Mason Ave	\$360
325	Hertz Corp Local Edition/C	Hertz Corporation	10170 Mason Ave	\$360
326	Lance Dunham MD	Lance Dunham MD	10172 Mason Ave	\$180
328	Lynda Tang	Valley Family Optometry	10176 Mason Ave	\$180
329	Giovanni Roberto	San Carlo Italian Import & Deli	10178 Mason Ave	\$360

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<b>No.</b>	<b>LEGAL NAME</b>	<b>DBA</b>	<b>BUSINESS ADDRESS</b>	<b>2013/14 Asmt</b>
330	Arthur Nazaryan	Elie's Lock And Key	10180 Mason Ave	\$240
331	Radioshack Corporation	Radio Shack #3530	10204 Mason Ave	\$720
332	Hearing Health Services Inc	Jeffrey Reid	10206 Mason Ave	\$180
333	Valley Pet Corp	Valley Pet & Supplies	10216 1/2 Mason Ave	\$360
334	Karabit/Vartuhi Varvar	Stuart Cleaners	10216 Mason Ave	\$240
335	Laura & Don Wachs	Lauras Beauty Supply	10220 Mason Ave	\$360
336	Trish Financial	Trish Financial	20945 Devonshire St #107	\$180
337	House of Shish Kabab Inc	House of Shish Kabab	10224 Mason Ave	\$360
338	Kimmie B Couture Inc	Plush Salon	10228 Mason Ave	\$240
339	John Rampias	Farmers Insurance	21000 Devonshire St #105	\$180
340	Chatsworth Carwash Inc	Chatsworth Carwash	10241 Mason Ave	\$240
341	Wells Fargo Bank	Wells Fargo Bank	10250 Mason Ave	\$1,200
342	Sahan Somundjian	Palace Cleaners	10312 Mason Ave	\$240
343	Mattress World	Mattress World	10316 Mason Ave	\$360
344	S & S Chatsworth Corp	Sevan Chicken #3	10317 Mason Ave	\$360
345	Beauty Gallery	Beauty Gallery	10324 Mason Ave	\$360
346	Cosmetic Creations Med Spa Inc	Cosmetic Creations	10324 Mason Ave	\$240
347	Trader Joe's Company	Trader Joe's #184	10330 Mason Ave	\$720
348	Smart/Final Iris Corp	Smart & Final	10340 Mason Ave	\$720
349	Kahoots Inc	Kahoots	10360 Mason Ave	\$720
350	NK Accounting / Tax Service	NK Accounting / Tax Service	21006 Devonshire St #204	\$180
351	Top Shelf Insurance	Top Shelf Insurance	21006 Devonshire St #204	\$180
352	Vay Inc	Subway	10368 Mason Ave	\$360
353	Chase Bank	Chase Bank	10370 Mason Ave	\$1,200
354	Knowledge Learning Corp	Kindercare	10036 Old Depot Plaza Rd	\$180
355	Chatsworth Chamber of Commerce	Chatsworth Chamber of Commerce	10038 Old Depot Plaza Rd	\$180
356	Dick Pearson	Dick Pearson Co	10038 Old Depot Plaza Rd	\$180
357	Marcela Cena	Whistle Stop Coffee	10040-A Old Depot Plaza Rd	\$180

**\$101,460**

PROGRESSIVE URBAN  
MANAGEMENT ASSOCIATES

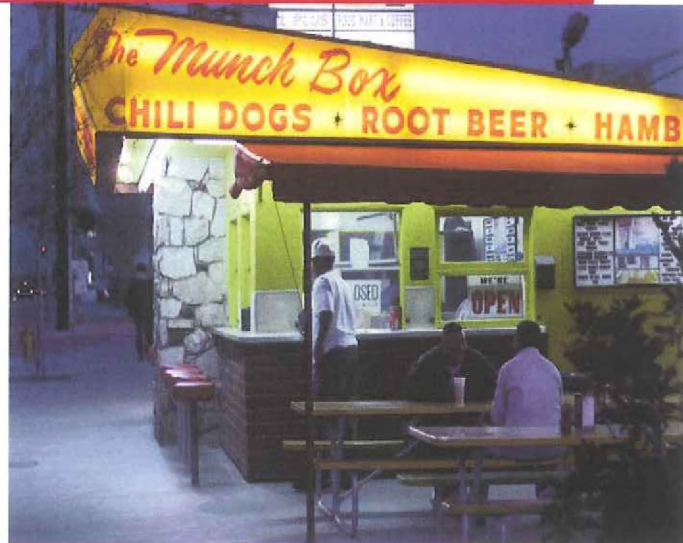


P.U.M.A.

FINAL REPORT

FEBRUARY 2013

## Chatsworth Business Improvement District Strategic Plan



PREPARED FOR

Chatsworth Business Improvement District

PREPARED BY

**PROGRESSIVE  
URBAN  
MANAGEMENT  
ASSOCIATES**

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### **Attachments:**

A. Complete Market Profile

## EXECUTIVE SUMMARY

In October 2012, the Chatsworth Business Improvement District (BID) selected Progressive Urban Management Associates (P.U.M.A.), a Denver and Los Angeles-based real estate economics firm specializing in strategic planning for BIDs and organizations engaged in community development, to facilitate a strategic planning process for the BID along the Devonshire Corridor.

The strategic planning process would meet the following objectives set by the Chatsworth BID:

- Assess the dynamics of the Devonshire Corridor's current economic and political environment.
- Determine how the BID should best be positioned and organized to respond to current challenges and opportunities.
- Engage the BID's board of directors, members and other district stakeholders in a participatory process to develop a strategic plan for the organization and the BID.
- In concert with the BID's leadership, develop recommendations to maximize the BID's overall effectiveness and guide its organizational evolution over the next five plus years.

In order to get understanding of the Chatsworth BID and the surrounding neighborhood, the consultant met with a variety of district stakeholders, including board members of the BID, property and business owners and civic leaders. The assessment included:

- Thirty six (36) one-on-one visits with leaders from key organizations and agencies that affect the district.
- Two stakeholder "roundtables" with BID constituents to discuss district opportunities and challenges and identify priorities for improvement.
- The consultant also prepared an online survey that was sent to district businesses and property owners, designed to assess overall satisfaction with the BID, identify areas of strength and weakness and develop priorities for district improvements.
- A Market Opportunity Assessment for the business district was conducted that provides an economic profile on trade area demographics, plus other key indicators including lease rates, community attractions and assets.

- The consultant reviewed BID programs, budgets and organizational structure.
- The consultant facilitated a Board Retreat to determine priorities for the organization.

This Strategic Plan report is a result of the various stakeholder meetings, focus groups and the Board retreat, along with the consultant's knowledge of best practices. The report includes the following:

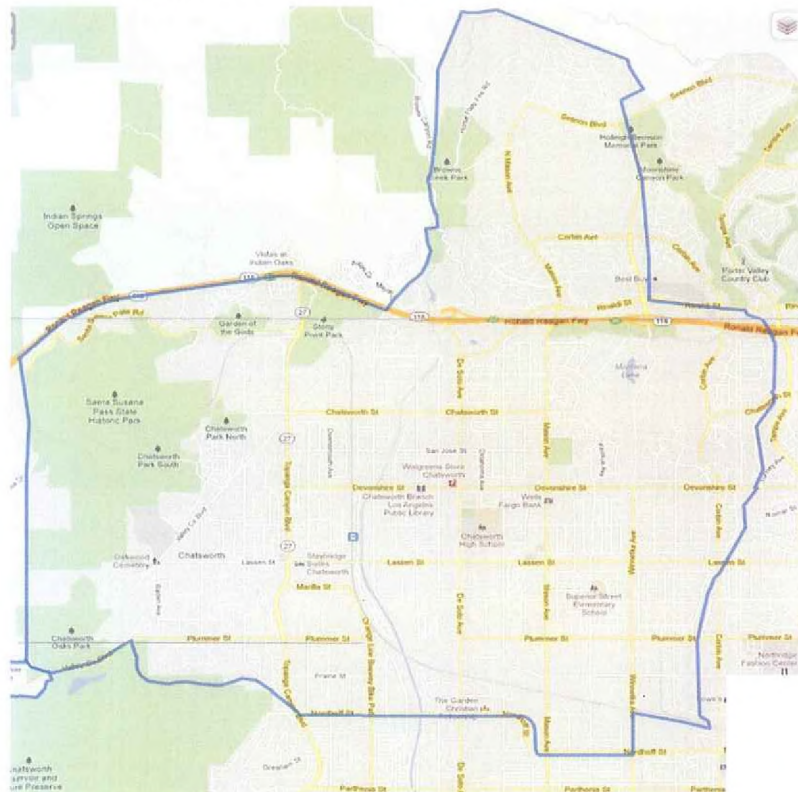
- Areas of program emphasis for the next 18 months to five years, including short term recommendations (next 18 months) and mid- term recommendations (up to five years).
- Organizational adjustments to accommodate areas of emphasis, including anticipated impacts on staffing, budgets and organizational structure.
- Specific recommendations for the BID, including boundaries and rate structure
- Collaboration opportunities with other civic organizations, agencies and private entities to leverage limited resources and energies.
- Other suggested steps to strengthen the BID's influence in advancing the development and management of the Devonshire Corridor.

In order to implement the new strategy for the Corridor, key recommendations of this report are outlined below. A suggested implementation and sequencing schedule is outlined at the end of this report.

Programs	Organizational Leadership & Administration
<ul style="list-style-type: none"> <li>• Revised Security Program</li> <li>• Traffic Calming &amp; Pedestrian-oriented changes</li> <li>• Beautification &amp; Improvements to the Public Realm</li> <li>• Develop Veteran's Park</li> <li>• Update the Devonshire/Topanga Corridor Specific Plan</li> <li>• Special Events</li> </ul>	<ul style="list-style-type: none"> <li>• Realign the existing Budget to allow for enhanced security and beautification efforts</li> <li>• Revise the BID structure including boundaries &amp; rates</li> <li>• Work with the Cal State Northridge and Neighborhood Council Streetscape Plan</li> <li>• Work closely with City Councilperson office to foster Traffic Calming &amp; Pedestrian improvements</li> <li>• Identify a specific scope of services to be provided by the BID Administrator</li> <li>• Work Collaboratively with the City Councilperson, Neighborhood Council, Chamber of Commerce and other groups</li> <li>• Investigate feasibility of a PBID</li> </ul>

## MARKET SNAPSHOT

The Study area boundaries include, on the north, roughly bounded by the Morrison Canyon Loop; on the east by the Limekin Canyon Wash/Porter Ranch Drive; on the south by Valley Circle Boulevard/Nordhoff Street and on the west by Browns Canyon Road and the western edges of Chatsworth Oaks Park and on the northwest corner by Santa Susanna Pass State Historic Park and Highway 118. The boundaries of the Chatsworth Business Improvement District on Devonshire Boulevard are Blackhawk/Hiawatha Street on the north, Jovita Avenue on the east, Tuba Street on the south and Topanga Canyon Boulevard on the west.



source: [mapping-la.com](http://mapping-la.com)

As part of the strategic planning process, a neighborhood marketplace profile was developed for the Devonshire Corridor. The summary from the Devonshire Corridor marketplace profile reveals:

- Population and households within the region and the City grew at a slower pace than in Chatsworth.
- Chatsworth residents' median age increased by 9.2% from 2000; old for the region and the City.
- Current median household income within the study area is \$85,714; an increase of 29.62% in 2000. The 2010 median household income for the City of Los Angeles was \$47,031 and it was \$58,285 for the San Fernando Valley.
- The highest median incomes in the study area are located in the neighborhoods that are directly adjacent to the Devonshire Corridor.
- The largest concentration of retail along the Devonshire corridor is made up of professional services business at 37.5% of all businesses. This category includes: legal, accounting, insurance, mortgage and realty companies.

The complete marketplace profile including background information on the district, demographic data, business mix and other factors is included as **Attachment A**.

## STAKEHOLDER OUTREACH AND SURVEYS

The process to develop the Chatsworth Business Improvement District Strategic Plan included stakeholder outreach in the form of focus groups and forums, one-on-one meetings and surveys. The following summarizes that outreach.

**One-On-One and Small Group meetings:** As part of the outreach process, the consultant facilitated 36 one-on-one meetings and 2 focus groups of businesses and property owners. The following chart summarizes results from the meetings:

### How would you describe the Devonshire Corridor...

Today	2018
Decent	Branded- uniform look
Lots of cars, not a lot of pedestrians	Pedestrian-oriented, slower traffic
Not a lot to do	More retail and restaurants
Need more retail	More beautification
Run-down, dumpy	Family friendly, more events
Strong community	Green space

### What improvements are important to the Devonshire Corridor?

1	Traffic Calming, more pedestrian-oriented
2	Improvements to the public realm, beautification
3	More Events
4	More green space –New Veteran's Memorial Park

### What is the role of the BID in improving the district?

BID needs to create value for its stakeholders
Serve as a point of contact
Communicate well
More cohesive identity for the corridor
Use resources wisely

**Stakeholder Survey:** In December of 2012, the consultant worked with the Chatsworth BID to develop a stakeholder survey that was distributed to business owners. Surveys were emailed to BID members along the corridor. The returns were not statistically relevant (22 responses); however, the survey results are consistent with the feedback the consultant received in the stakeholder meetings and focus groups.

Survey Respondents	
Business Owner	89.5%
Commercial Property Owner	31.6%
Resident (own, not rent)	21.1%
Other (employee of a business)	5.3%

*When asked which factors (based on criteria of "Very important, Important, Somewhat Important, Not Important) have been important in improving the*

Devonshire Corridor, **90.9% of respondents said a cleaner and safer corridor was very important or important**; other factors influencing that improvement were:

Improvement	Very Important or Important
New shopping	63.1%
Restaurants and Entertainment	81%
Festivals and Events	35%
Cleaner and Safer	90.9%
Façade and Signage Regulations	60%

When asked what enhancements are important to improving the Devonshire Corridor in the next five years, the following improvements were ranked as very important:

Improvement	Very Important
Cleaner & Safer (including graffiti removal)	70%
More Restaurants	61.9%
More Beautification	57.1%
More Shopping	55.0%
Traffic Calming, more pedestrian friendly	47.6%

When asked which actions will be important to achieving a more dynamic, pedestrian-oriented street with more retail and restaurant opportunities in the next five years, the following were ranked as very important:

Improvement	Very Important
Beautification and placemaking efforts to improve the pedestrian environment (includes traffic calming)	75.0%
Improve Safety, including more security	73.7%
Update the Devonshire/Topanga Corridor Specific Plan (including Façade and Signage Regulations)	70%
Create a cohesive Marketing Plan	63.2%

## IMPLICATIONS AND RESPONSE

The following elements are recommended as the key areas of focus to encourage the healthy growth and development of the Devonshire Corridor:

### **Program Recommendations**

- Revised Security Program
- Traffic Calming & Pedestrian-oriented improvements
- Beautification and Improvements to the Public Realm
- Develop Veteran's Park
- Update the Devonshire/Topanga Corridor Specific Plan
- Special Events

To undertake these programs, the Chatsworth Business Improvement District, the following strategies are recommended:

### **Organizational Leadership & Administrative Recommendations**

- Realign the existing budget to allow for enhanced security & beautification efforts.
- Revise the BID structure including new boundaries and rates
- Work with the California State University Northridge and the Neighborhood Council on the existing Streetscape Plan
- Work closely with City Council office to foster Traffic Calming and Pedestrian improvements
- Identify a specific scope of services to be provided by the BID Administrator
- Work collaboratively with the City Councilperson, Neighborhood Council, Chamber of Commerce and other groups
- Investigate the feasibility of a PBID

Each of these recommendations is described in greater detail on the following pages.

## PROGRAM RECOMMENDATIONS

1. **Revised Security Program**– Currently, the Chatsworth BID provides one day a week cleaning of public property. It also provides an overnight security patrol seven days a week. Devonshire Corridor is relatively clean in terms of litter. However, graffiti removal and tree well maintenance are needed. Additionally, members expressed that they did not see the value in the BID and were not aware of some of its services, especially the nightly security patrol. Following best practices from other BIDs, it is recommended that the nighttime car patrol be changed into a daytime, pedestrian patrol.
  - a. **Why a daytime – foot patrol?** Traditionally, when BIDs are first formed they begin providing extra maintenance, beautification and security services. The premise is that if the area is clean and safe businesses will thrive because customers will feel more comfortable conducting business in the area. Most districts have some sort of Ambassador Safety Patrol. Ambassadors are usually on foot or bicycle. They are trained in customer service, and provide directions and help to downtown patrons. They are trained in security and quality of life issues (like working with the homeless) and act as the “eyes and ears” of the police, passing along information to them. A daytime Ambassador patrol would put someone on the street during the day, when most of the businesses are actually open to customers. By having them on foot, they are approachable and provide a friendly smile to customers; making them feel good about their experience on Devonshire that day. Additionally, they are trained to react to quality of life crimes like vandalism of cars, shoplifting and homelessness. With the sudden increase in transients and homeless on Devonshire, the Ambassadors would be able to react to any issues quickly. The Ambassadors would become a liaison between the business owners, the police and the BID. They are often the first to handle any issues with the homeless (i.e. passed out on a bench or blocking a business doorway). First thing in the morning, the Ambassadors can check property for vandalism and graffiti, reporting it immediately to the appropriate entities.
  - b. **Best Practices** – It is recommended that the BID investigate other area BID Ambassador Programs (i.e. North Hollywood BID, Figueroa Corridor).
  - c. **Ambassador Service Companies:** There are at least three companies that currently provide Ambassador programs for LA area BIDs. The following three companies are in the LA area. Block by Block, Securitas, Universal Protection Services.
  - d. **Revise Budget** – In order to get the maximum benefit of an Ambassador Program, it is recommended that the BID revise its budget to put more emphasis on this program area. See Sample Budget under Organizational Recommendations section of report.

2. **Traffic Calming & Pedestrian Improvements** - In order to create a street that is more appealing to pedestrians and bicycles, traffic through the corridor must be slowed down. Introducing vertical and artistic elements to promote a more balanced interaction between cars and pedestrians is recommended. Pedestrian crossings and landscape bulb-outs or medians that narrow the vehicular path of travel, cars parked along the street and signage that is placed perpendicular to building faces will help slow traffic. Other recommendations include:
- a. **Signalized Pedestrian Crossings:** Travel speeds and right of way width create a significant barrier to comfortable pedestrian crossings. Pedestrian crossings are critical for safety and creating a strong pedestrian orientation to allow better access to the neighborhood by foot and bike.
  - b. **Additional Pedestrian Crossings:** Currently, there are only a handful of crosswalks throughout the district. There are many intersections that would benefit from a crosswalk and pedestrian signalization. Specific pedestrian crossings to consider are at the intersections between Topanga Canyon and Owensmouth Avenue and the intersection at the Depot Plaza Road. This area is more pedestrian in scale and in its building orientation to the street and would be a great starting point to make Devonshire more pedestrian-friendly.
  - c. **Utilize Design and Materials to Slow Traffic:** As new development, public investment and improvements occur; design elements and materials to reduce traffic speed should be chosen when possible.
  - d. **Work with Department of Transportation** to begin to change the functional character of Devonshire to be more pedestrian-friendly and downplay the auto-orientation of the street
  - e. **Consider changing signalized traffic stops to four-way stop signs** to reinforce Devonshire as a neighborhood collector street as opposed to a cross-town collector street.
  - f. **Work with DOT, Council office and Neighborhood Council** to explore all reasonable and warranted traffic control strategies to enhance the pedestrian character of the district.
3. **Beautification and Improvements to the Public Realm** – Back when the BID was first established great care went into planting the street trees and installing the street benches. Three trees are in great need of trimming and the benches appear to be controversial to many of the stakeholders along the Corridor. Additional improvements, such as banners, landscaping, flower planters and other public amenities would enhance the character of the Devonshire Corridor, as well as create a more balanced environment for pedestrians. Additional funding will need to be established in order to implement most of these improvements. The establishment of a PBID would help to finance additional landscaping amenities, flower planters and banners, as well as their maintenance.

Suggestions of beautification improvements include:

- a. **Banners:** Banners help establish a sense of identity, create color and movement and can distinctly mark one area to the next.

- b. **Trim, fill any empty tree wells, replace dead trees.** The existing trees need trimming so that business signs and facades can be seen. Some of the trees are dead and need to be replaced.
  - c. **Hanging Flower Planters** installed along the corridor for the pedestrian would add color and human scale to the busy auto-oriented street.
  - d. **Decorative Tree Lighting and Seasonal Decor:** Decorative lights in trees and outlining building form with string lights is an effective way to produce an inviting atmosphere that feels safer.
  - e. **Public Art:** Incorporating the talent of local artists in low-cost/high-publicity public art programs that allow local artists to display their work while bringing life and color to the neighborhood is strongly encouraged. Ideas include rotating, on-loan sculpture displays, public mural projects and other displays are encouraged. See the mosaic artwork at Los Toros or Param Yoga. Incorporating local artistic elements in all public improvements such as street furniture and banners. Grant money is often available for these types of projects. Currently, the National Endowment for the Arts "Our Town Grant Program" is issuing grants that contribute to a livable community and place the arts at its core.
4. **Develop Veteran's Park** – The proposed Veteran's Park by the Kiwanis Club will be a great asset to Chatsworth and enhance the Devonshire Corridor. Located on Devonshire Street at the north end of the Metrolink parking lot at the Chatsworth Train Depot, it will be a green space that will make a better connection from the transit center to the Devonshire Corridor. It would be a good amenity and could be used for community events that activate the street. It is recommended that BID take an active role in supporting the Kiwanis in developing this park. The BID should advocate for the park at all of the Neighborhood Council meetings, meetings with Metro, the City etc. The BID stakeholders can be strong voices for the park. Once the Park is developed, the BID should encourage activation of the space with events, vendors and activities for families.
5. **Update the Devonshire/Topanga Corridor Specific Plan:** The Specific Plan is twenty years old. A lot has changed in the world of planning and zoning. Furthermore, the retail business climate has changed. Where once it was all about strip center style shopping centers and indoor malls, retailers desire a more pedestrian-oriented, "Main Street" style offering. A revised Specific Plan should consider the following factors:
- a. Existing land use patterns
  - b. Parking requirements
  - c. Proximity to well-established neighborhoods
  - d. Desired uses
  - e. Relationship to the street
  - f. Transparency

- g. Transition between residential and commercial uses
  - h. Multi-modal transportation options
  - i. Signs
- 5. **Special Events:** Special Events and direct marketing strategies that build upon the successes of the Corridor will help improve the district. The following strategies are recommended:
  - a. **Create Retail/Restaurant Special Events:** Currently, the BID allocates too much of its limited resources to "sponsorships" of other community events that don't directly benefit the Corridor's businesses. A much better use of the BID's budget would be to create Special Events that bring together the business community and neighbors. Events that have a direct impact on the retail and restaurant environment. The Art Walk event created by the Shops at West End showed the interest that the community has in participating in Corridor community events. It also generated pedestrian activity on the street into the shops. It's these types of events that the BID should spend its limited resources on. The BID should also keep in mind the rather high-income demographic that resides adjacent and within walking distance to the Corridor. Continuing a diverse mix of community-scale events that draw this audience will boost awareness and support for the District.
  - b. **Build the Chatsworth Brand:** There is a rich heritage and history in Chatsworth. The BID should embrace the heritage and use it in its branding (like it does in its logo). Also, the District should build its identity with one clear brand. While the Shops at West End are great it does diminish the overall brand of the district. To strengthen the identity of the district, it is suggested a clear brand identity be developed that is used in future marketing as well as physical elements such as banners and signage that will be developed as the district matures.
  - c. **Website and Social Media:** The Consultant understands that the website is being revised. The new website should promote all of the shops, restaurants and other attractions on the Devonshire Corridor. The website should list all existing businesses (including links to them), post vacancies and promote special events, sales and other events. The use of Social Media is practically a must in this ever evolving age of technology. The BID should update and use various social media platforms to promote ongoing business events, sales and promotions.

## Organizational Recommendations

To make meaningful and sustainable changes to the Devonshire Corridor, there must be an organizational structure in place to implement this plan and coordinate with other organizations and partners. Initially, it is recommended the existing BID work on the proposed program changes within its current budget, but in order to make more substantial changes and develop new initiatives that are important to Devonshire stakeholders, additional funding and staff resources will need to be considered in the future.

Organizational recommendations follow:

1. **Realign the Budget to allow for enhanced security and beautification efforts.** – The BID should consider revising or re-aligning its next annual budget to place emphasis on the strategies identified in this plan. A proposed budget might look something like the one below.

### ***Estimated Revenue for 2012/2013:***

Amount carried forward from 2011/2012	\$30,000
Estimated assessments for 2012/2013	<u>\$99,780</u>

**Total Estimated Revenue** **\$129,780**

### ***Estimated Expenses for 2012/2013:***

<i>Administration</i>	\$24,000
Insurance	\$3000
Postage/Supplies	\$750
Bank services	\$380
CPA Review	<u>\$2500</u>
<i>Total Administrative Expenses</i>	<u>\$30,630</u>

### *Marketing*

Web hosting	\$100
American Flag installations	\$1450
Community Events	\$0
Special Events (including marketing/Direct Mail)	\$25,000
Social Media	\$3600
Copywriter	<u>\$0</u>
<i>Total Marketing Expenses</i>	<u>\$30,150</u>

### *Clean and Safe and Beautification*

Ambassador Patrol	\$40,000
Cleaning, Tree well maintenance	\$9000
Holiday Lights	\$10,000
Flower Planters	<u>\$10,000</u>
<i>Total Clean and Safe</i>	<u>\$69,000</u>

**Total Estimated Expenses** **\$129,780**

\*Revenue and categories based Annual Budget 2012/2013

2. **Revise the BID structure including boundaries and rate structure** – Both the boundaries of the BID and the rate structure should be evaluated simultaneously. There are two main issues with the existing structure of the Chatsworth BID. First, the existing boundaries cover too wide an area and include a large break in the middle of the district, between DeSoto Avenue and Mason Avenue, with non-paying residential properties. Second, the current rate structure does not generate enough revenue for the BID to actually provide programs and services that are of value to the stakeholders. We recommend considering the following revisions:

- a. **Boundaries** – Consider revising the boundaries to include Devonshire Street from Topanga Canyon to DeSoto Avenue. This will eliminate some rather large shopping centers, including where Trader Joe's and Von's are located. However, these properties do not feel they benefit from many of the programs that the BID currently provides. The area between DeSoto Avenue and Topanga Canyon Boulevard is the most "pedestrian-oriented", is closest to the transit center and is what people think of as the "center". If the boundaries are revised, it is likely that rates will need to be increased.
- b. **Revise the rate structure** – The current rate structure does not generate enough revenue to provide significant services and value to the stakeholders of the current BID. A good target budget for a new BID would be \$200,000 - \$250,000. This would allow the BID to implement programs such as adding flower planters, banners, holiday décor and enhanced security. It would also allow for additional administrative staff time to accomplish the new programs. It is recommended that the BID consider alternate ways to assess the ratepayers. In addition to business type the BID should consider also square footage and varying rates. Using square footage instead of gross receipts will be easier to track and there will be less change from year to year. It is also recommended that the rates increase. There has not been a rate increase since the BID's inception. *Below is an example of an assessment schedule from Culver City. It is included in this Plan to illustrate how the rates might be restructured to include both the square footage and the type of business. The Chatsworth BID would need to create business categories that are relevant to it, for example, it might include a category for automotive uses.*

<u>Business Type</u>	<u>Annual BID Fee</u>
<b>Type A</b>	
Retail 1-1000 sq. ft.	\$369
Retail 1001-2500 sq. ft.	\$615
Retail 2501-5000 sq. ft.	\$922
Retail >5000 sq. ft.	\$1229
Hotel	\$1843
Bar/Restaurant: Total Seats, both Indoor & Outdoor:	
0-50 seats	\$1229
51-100 seats	\$1843
>100 seats	\$2457

Computer Graphics & Computer Services	\$615
Marital Arts Studio, Health Studio, Hair Salon	
0-25,000 sq. ft.	\$615
>25,000 sq. ft.	\$1229
<b>Type B</b>	
Theaters	\$3/seat
Live Performance	\$2/seat
<b>Type C</b>	
All others, not listed	\$369
<b>Type D</b>	
Banking Institutions	
0-7500 sq. ft.	\$1229
>7500 sq. ft.	\$1843
Film Studios	\$1229
Recording Studios	\$1229
Utilities	\$1229
Hospitals/Clinics >20,000 sq. ft.	\$2457
Hospitals/Clinics <20,000 sq. ft.	\$1229
<b>Type E</b>	
Commercial Rentals	
<5000	\$1229
5001-15,000	\$1843
15,001-25,000	\$2457
25,001-35,000	\$3072
Over 35,000	\$3686

**Note:**

- This rate schedule is provided by the Culver City, CA BID
- Fee for individual business owners with multiple business licenses/operations at the same address will be based on the single highest category
- Business owners with multiple business locations within the BID area will be assessed separately at each location.
- Commercial rentals will be assessed for each building location, not each tenant space.
- Multiple independent business owners at the same address will be assessed separately at their respective rates.

**3. Work with Cal State Northridge and Neighborhood Council on Streetscape Plan –**

There is an existing Streetscape Plan that was developed by Cal State Northridge to make improvements to the Devonshire Corridor. The BID should connect with Cal State and the Neighborhood Council on the Streetscape Plan, “dust it off” and work on any updates or changes that may be needed. Once the Plan is agreed upon, the BID and the Neighborhood Council should take the Plan to the City Council office for endorsement. With the Councilman’s help, funding can be procured to implement components of the plan.

**4. Work with City Council office to initiate traffic calming and pedestrian improvements**

- Any traffic calming measures and pedestrian improvements that are in the existing

Streetscape Plan can be implemented with the help of the Council office. If an additional plan is needed, this is the place to begin having that conversation.

5. **Identify a Scope of Services for BID Administrator** – The BID Administrator role should be defined with a scope of services that the Board agrees to and understands. The Scope of Services should be reviewed each year. The scope of services should include, but not be limited to:
  - a. Represent the BID members as its staff person
  - b. Work closely with the contractors to ensure clean and safe programs run smoothly
  - c. Work with the Kiwanis club and BID board members to insure that Veteran's Park is developed
  - d. Work with the contractor or volunteer to develop and maintain a web site for the district
  - e. Work with BID board and council office to improve the pedestrian environment on Devonshire
  - f. Mobilize volunteers
  - g. Facilitate communication between various agencies including Council office, DOT, Parks, Metro etc.
6. **Work in collaboration with City Councilperson, Neighborhood Council, Chamber of Commerce and other community groups.** – It should go without saying that the more the BID collaborates with the other organizations in the community the easier it will be to reach its vision of the Devonshire Corridor. The BID represents the business community and can be a very effective voice when in implementing changes along the Corridor.
7. **Investigate Feasibility of PBID** – A property-based business improvement district (PBID) is a private sector initiative to manage and improve the environment of a business district with services financed by a self-imposed and self-governed assessment. Services financed by a PBID are intended to enhance, not replace, existing City services. While PBIDs are relatively new to California, they have been used extensively throughout the rest of the U.S. and Canada over the past 40 years. The International Downtown Association estimates that 1000 PBIDs currently exist in North America. More than 80 PBIDs now exist in California, including the downtown business districts of Hollywood, North Hollywood, Figueroa Corridor in downtown LA, Wilshire District, Studio City, Santa Monica, Westwood, San Diego, Long Beach, and Ventura. It is recommended that the Chatsworth BID conduct a study to determine the feasibility of PBID creation. A feasibility study is estimated to cost \$10,000 to \$15,000. An additional \$35,000 - \$45,000 would be required to implement the PBID.

**PBIDs provide numerous advantages over business-licensed based business improvement districts (BIDs) that have existed since the 1960s.**

- a. **PBIDs engage property owners** – stakeholders that tend to have a long-term investment and community improvement goals;
- b. **PBIDs are administered more efficiently** with a smaller and more stable base of

ratepayers;

- c. **PBIDs raise from five to 10 times more revenue than business based BIDs;**
- d. **PBID assessments are collected through property tax bills and carry the same enforcement mechanisms;**
- e. **All classes of property within a PBID must participate,** including commercial, government, residential, non-profits and mixed use;
- f. **PBIDs can have a term of 5 years (and be renewed up to 10 years) as opposed to one year for BIDs;**
- g. **PBIDs can offer different levels of services by geographic benefit zones;**
- h. **The PBID petition and 218 mail ballot processes require majority support from property owners – this provision compels greater involvement and creates a strong mandate for new services.**

## Implementation

N/C = No Cost

\$= Less than \$25,000

\$\$=\$25,000 to \$50,000

\$\$\$=\$50,000 to \$100,000

\$\$\$\$= Over \$100,000

\$\$\$\$\$= Over \$1 million

### IMMEDIATE STRATEGIES - 2013

RECOMMENDED ACTION	FUNDING SOURCE	ESTIMATED COST	TIMEFRAME
Revise BID budget to allow for new programs	BID Budget	N/C	1 <sup>st</sup> Quarter 2013
Revise the Security Program	BID Budget	\$\$	2 <sup>nd</sup> Quarter 2013
Work with Cal State Northridge & Neighborhood Council on Streetscape Plan	No additional funding needed	N/C	1 <sup>st</sup> Quarter 2013
Begin beautification & improvements to the Public Realm (i.e. Trim Trees, install decorative lighting and seasonal decorations)	BID Budget, some donations	\$\$\$ to \$\$\$\$\$	3 <sup>rd</sup> and 4 <sup>th</sup> Quarter 2013
Begin Developing Veteran's Park – work with Kiwanis to get approvals	No additional funding needed	N/C	1 <sup>st</sup> Quarter 2013
Update the Devonshire Topanga Corridor Specific Plan – Begin educating the need for the update	No additional funding needed	N/C	2 <sup>nd</sup> Quarter 2013
Create a special event that attracts the adjacent neighborhood and activates storefronts	TBD	\$\$ to \$\$\$	3 <sup>rd</sup> or 4 <sup>th</sup> Quarter 2013
Launch the revised Website and social media portals	No additional funding needed	N/C	2 <sup>nd</sup> Quarter 2013
Identify and draft the Scope of Services for the BID Administrator	No additional funding needed	N/C	2 <sup>nd</sup> Quarter 2013
Work with City, Neighborhood Council, Chamber etc.	No additional funding needed	N/C	1 <sup>st</sup> Quarter 2013

### LONG TERM STRATEGIES – 2014 and Beyond

RECOMMENDED ACTION	FUNDING SOURCE	ESTIMATED COST	TIMEFRAME
Traffic Calming and Pedestrian Improvements: Invest in incremental enhancements to the corridor; work with the City to leverage resources	Council? Other?	\$\$\$\$\$ to \$\$\$\$\$	2014
Work with Cal State Northridge & Neighborhood Council on Streetscape Plan	No additional funding needed	N/C	2014
Continue beautification & improvements to the Public Realm (i.e.banners and hanging planters)	BID Budget, some donations	\$\$	2014
Continue Developing Veteran's Park – work with Kiwanis to get approvals	Help to leverage funding	\$\$ to \$\$\$\$\$	2014

Update the Devonshire Topanga Corridor Specific Plan – Begin educating the need for the update	No additional funding needed	N/C	2014
Conduct a PBID Feasibility Study	TBD	\$	2014
Create a PBID	TBD	\$\$	2015

# Market Profile

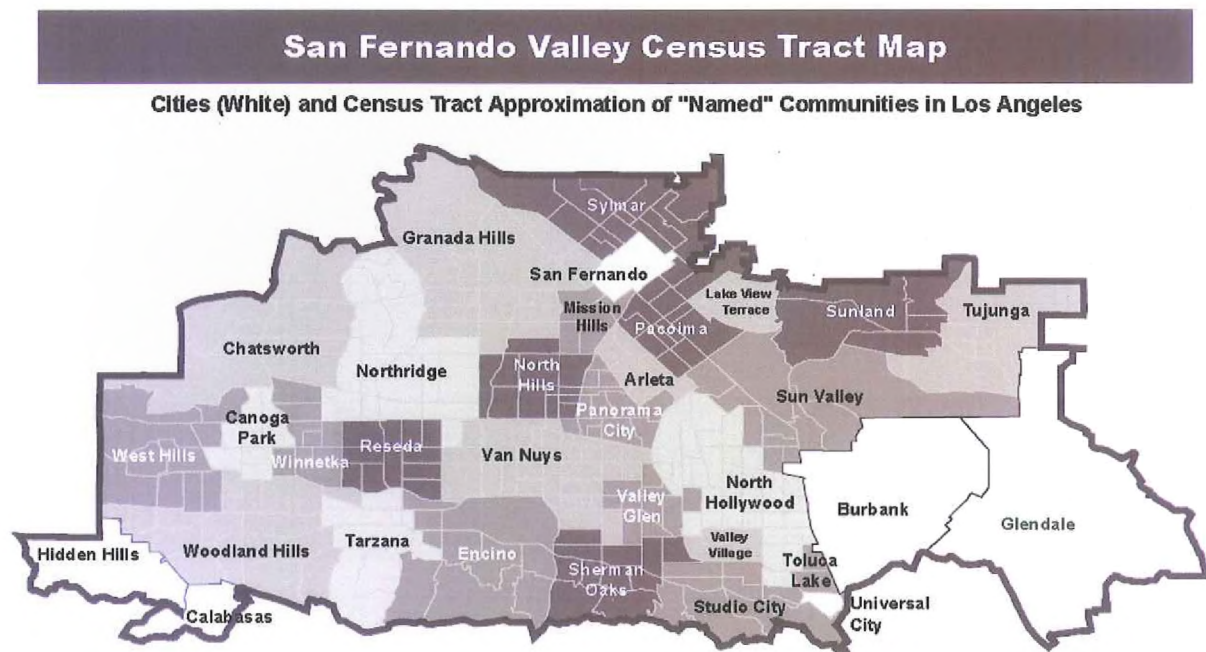
## Background

The northwest part of the San Fernando Valley is sheltered by the Santa Susana Mountains and has a history that can be traced back to the 1700s. In earlier times, the Gabrielino Indians used the area because of the watering hole that still exists in the vicinity. The area slipped from Spanish to Mexican control as the two governments fought for control of the land referred to as California. The land was bought and sold several times, and was maintained as an agricultural center going from large ranches to smaller chicken and fruit ranches.

After World War II, a housing boom expanded the growth of the small commercial areas that are now known as Chatsworth and Northridge. The area became known as a haven for some of Hollywood's biggest stars, with many celebrities building homes and ranches in the area, which became known as "The Horse Capital of the World". Many horse boarding and training center remain in the vicinity. Porter Ranch Estates was developed in the 1960s, and along with it came a business growth that saw several major businesses locate in Chatsworth and Northridge. High tech firms have located in the area, bringing the distinction of a major development area for hardware and software.

*source: Chatsworth-Porter Ranch Chamber of Commerce*

**Chatsworth** is a neighborhood in the city of Los Angeles in the San Fernando Valley region of Los Angeles County. The San Fernando Valley is a geographical area roughly bounded by the Santa Susana Mountains to the north and west, The Santa Monica Mountains to the south and the San Gabriel Mountains to the west. The geographical definition of Los Angeles neighborhoods was developed from a combination of U.S. Census Bureau's year 2000 boundaries and census-designated places which were then adjusted in some areas to conform to more recent maps produced by the [Los Angeles County Department of Regional Planning](#). The map below reflects the neighborhood of Chatsworth as including the Porter Ranch neighborhood and unincorporated portions of the City of Los Angeles.



*source: City of Los Angeles*

## Demographics

Population and households within the region and the City grew at a slower pace in comparison to Chatsworth, where the population increased by 12.7% and household growth increased by 10.4% between 2000 and 2010. Chatsworth residents' median age increased by 9.2% from 2000, old for the region and the City. Chatsworth's median household income (\$85,714 in 2010), increased significantly, at a rate comparable to that of City between 2000 and 2010. The median household income for the United States was \$50,046 during 2010.

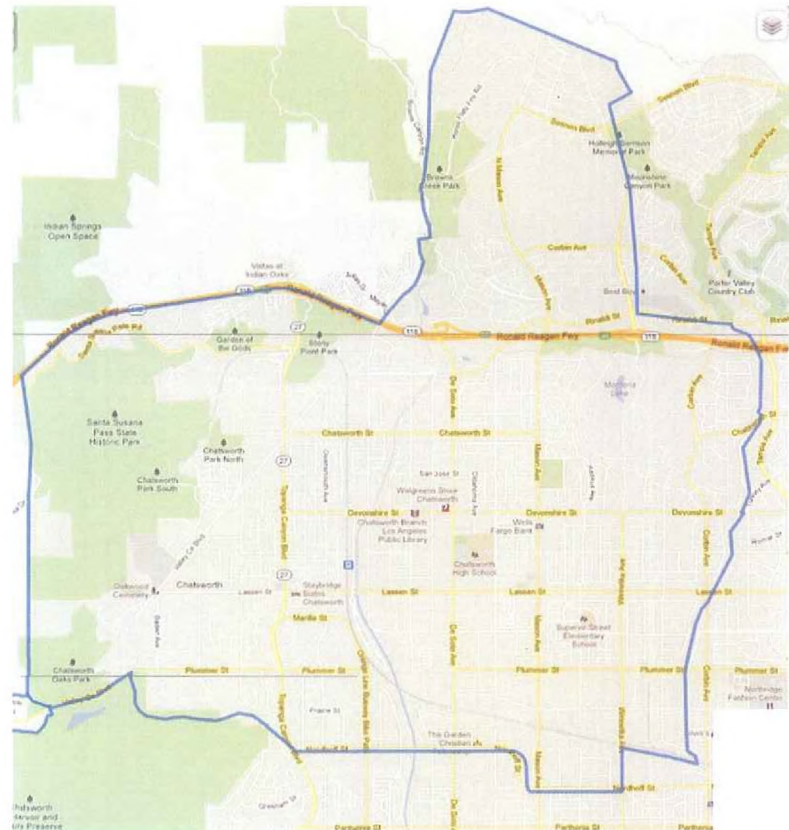
### Chatsworth Demographics: 2000 - 2010

		Chatsworth		San Fernando Valley		City of Los Angeles	
		2010	% Change from 2000	2010	% Change from 2000	2010	% Change from 2000
Population		39,540	+12.7%	1,771,545	+4.4%	3,792,621	+2.6%
Households		14,443	+10.4%	597,145	+2.0%	1,318,168	+3.3%
Average Household Size		2.72	+1.5%	2.90	+3.6%	2.81	-0.7%
Median Age		43.7	+9.2%	37.6	n/a	34.1	+7.9%
Gender	Male	48.5%	0.0%	49.3%	0.0%	49.8%	0.0%
	Female	51.5%	0.0%	50.7%	0.0%	50.2%	0.0%
Median Household Income		\$85,714	+29.6%	\$58,285	+6.8%	\$47,031	+28.2%

*sources: 2000 Census, 2006-2010 ACS, City of Los Angeles*  
*n/a = not available*

### Study Area Boundaries

Chatsworth boundaries include several natural features such as open space, waterways and mountains. On the north, Chatsworth is roughly bounded by the Morrison Canyon Loop. The neighborhood is bounded on the east by the Limekin Canyon Wash/Porter Ranch Drive; on the south by Valley Circle Boulevard/Nordhoff Street and on the west by Browns Canyon Road and the western edges of Chatsworth Oaks Park and on the northwest corner by Santa Susana Pass State Historic Park and Highway 118.



*source: mapping-la.com*

### Chatsworth Business Improvement District

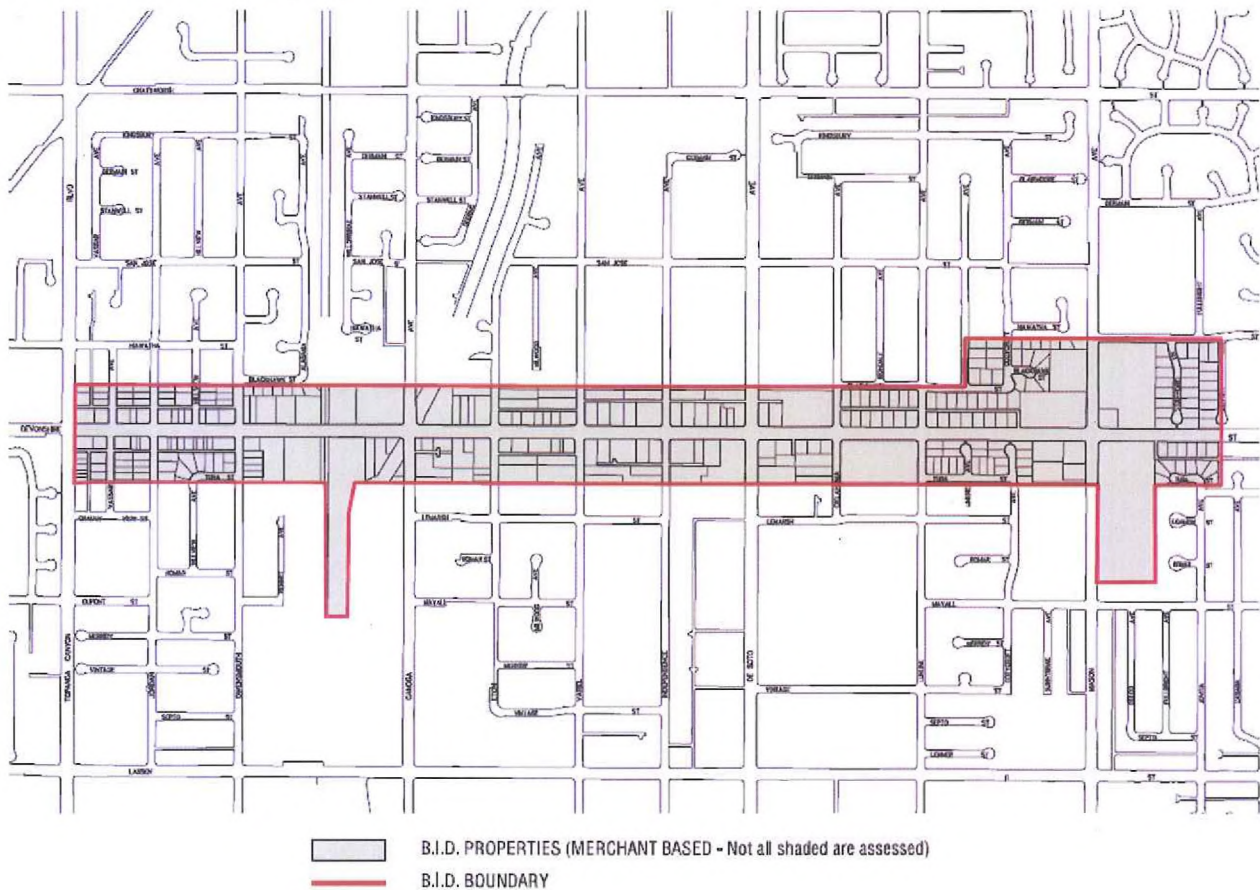
The Chatsworth Business Improvement District (BID) was formed in 1999 to generate support for local businesses through a variety of programs and activities. The BID is a nonprofit municipal corporation given the authority by local stakeholders in the primary Chatsworth business corridor (Devonshire Street) to assess themselves for local business enhancement projects. Its operations are run by a community-elected Board of Directors with oversight by an Advisory Board appointed by the local Council office. Each year the BID is renewable at the discretion of the Los Angeles City Council.

The BID's mission is to improve business conditions within Chatsworth through a set of strategic initiatives including but not limited to security, marketing, beautification, and community involvement with an emphasis on fiscal responsibility and discipline.

The boundaries of the district are Blackhawk Street/Hiawatha Street on the north, Jovita Avenue on the east, Tuba Street on the south and Topanga Canyon Boulevard on the west.

source: Chatsworth Business Improvement District

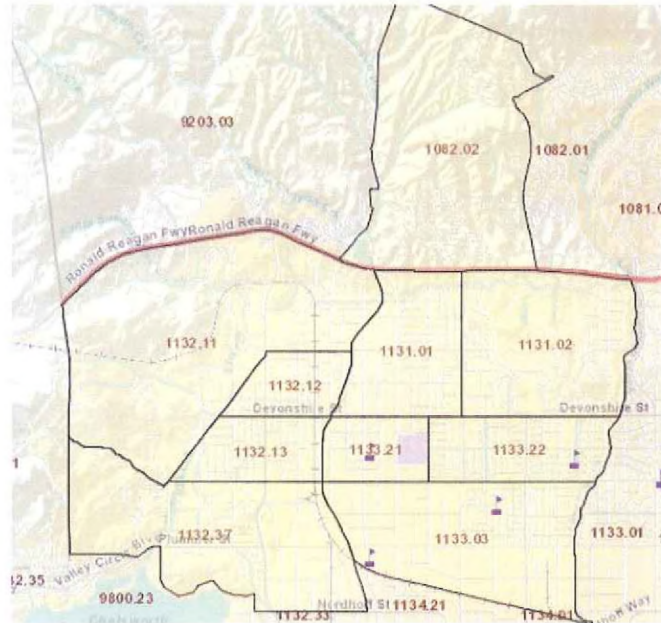
### Chatsworth BID Boundary Map



source: Chatsworth Business Improvement District

### Study Area Census Tracts

For the purposes of this report, 2010 Census data was pulled from ten Census Tracts (highlighted in yellow) which roughly approximate the boundaries of Chatsworth. The Los Angeles County Census Tracts include 1082.02, 1131.01, 1131.02, 1132.11, 1132.12, 1132.13, 1132.37, 1122.03, 1133.21, and 1133.22.



### Residents

Chatsworth's 2010 population was 39,540, or 2.2% of the San Fernando Valley region's population. Many of the neighborhood's households are located south of Devonshire Street, a major east-west corridor that runs down the center of the Chatsworth Business Improvement District (BID). Chatsworth census tracts that include residents with higher median ages are 1132.11 (48.4 years of age), 1132.01 (47.6 years of age) and 1132.02 (48.5 years of age). Chatsworth households with the highest median incomes are located in census tracts 1082.02 (\$123,052), 1131.02 (\$122,594), 1132.37 (\$91,761) and 1133.22 (\$89,063). The Porter Ranch neighborhood, which is immediately adjacent to Chatsworth on the northeast, is considered to be the wealthiest neighborhood in the San Fernando Valley. 3.0% of Chatsworth families live below the poverty level, compared to 10.5% for the San Fernando Valley region and 17.6% for the City of Los Angeles. 42.5% of Chatsworth residents over the age of 25 rank highly in educational attainment, i.e. a bachelor's degree or higher, compared to Valley residents (31.6%) and the nation (28.2%).

Whites (63.5%), persons of Hispanic origin (20.6%) and Asians (20.1%) are the largest racial and ethnic populations in Chatsworth. By comparison, the Valley region was 61.2% White, 10.7% Asian and 42.0% Hispanic. Of note, Asians represent 41.7% of the population in census tract 1082.02, and 70.0% of that population reports itself as being born in Asian countries.

## 2010 Chatsworth Demographics

Population	39,540	Gender (%)	
Households	14,443	Male	48.5%
Average Household Size	2.72	Female	51.5%
Median Age	43.7	Race and Ethnicity (%)	
Median Household Income	\$85,714	White	63.5%
% of Families Below Poverty Level *	3.0%	African American	4.2%
% Bachelor's Degree or Higher**	42.5%	American Indian & Alaska Native	0.5%
		Asian & Pacific Islander	20.1%
		Other	11.7%
		Hispanic Origin***	20.6%

sources: 2010 Census, 2006-2010 ACS, mapping-la.com

\*A family includes a householder and one or more people living in the same household who are related to the householder by birth, marriage or adoption.

\*\*population 25 years and over

\*\*\*persons who identify their origin as Spanish, Hispanic or Latino may be of any race

## Employment

4,729 businesses are located in Chatsworth, and 170 of those businesses have 50 or more employees. Manufacturing and wholesale trade make up the bulk of private sector employment in Chatsworth. Food manufacturing, beverage packaging, motor vehicle parts, and aviation/aerospace manufacturers of parts, equipment and supplies and their affiliated businesses and suppliers are typical examples of manufacturing employers.

source: InfoUSA

## Chatsworth Employees

Estimates from the U.S. Census Bureau Local Employment Dynamics program reported that 28,390 were employed within the Chatsworth study area in 2010, a decrease of 11.0% from the 31,901 employed during 2002. These figures are based on primary jobs, or the highest paying job for an individual worker for the year. The count of primary jobs is the same as the count of workers, as opposed to the number of jobs in Chatsworth.

Manufacturing (29.9%) and wholesale trade (12.3%) have been the leading industry sectors for jobs in the Chatsworth study area. Between 2002 and 2010, manufacturing jobs decreased from 11,142 to 8,502 or by 23.7%, while wholesale trade jobs decreased from 3,874 to 3,486 (10.0%).

## 2010 Occupations of Chatsworth Employees

Occupations	Number of Workers	Percent of Workers
<i>White Collar</i>	<b>12,509</b>	<b>44.1%</b>
Finance and Insurance	1,952	6.9%
Professional, Scientific and Technical Services	1,778	6.3%
Administration & Support, Waste Management and Remediation	2,137	7.5%
Management of Companies and Enterprises	425	1.5%
Information	874	3.1%
Arts, Entertainment and Recreation	91	0.3%
Real Estate and Rental and Leasing	207	0.7%
Retail Trade	1,559	5.5%

Wholesale Trade	3,486	12.3%
<b>Services</b>	<b>5,257</b>	<b>18.5%</b>
Government	119	0.4%
Accommodation and Food Services	1,885	6.6%
Health Care and Social Assistance	1,425	5.0%
Educational Services	863	3.0%
Other Services (excluding Government)	903	3.2%
Utilities	62	0.2%
<b>Blue Collar</b>	<b>10,624</b>	<b>37.4%</b>
Manufacturing	8,502	29.9%
Transportation and Warehousing	373	1.3%
Construction	1,735	6.1%
Mining, Quarrying, Oil and Gas Extraction	3	0.0%
Agriculture, Forestry, Fishing and Hunting	11	0.0%
<b>Total Employees</b>	<b>28,390</b>	<b>100.0%</b>

source: U.S. Census

**2010 Chatsworth Employee Demographics.** More than half of Chatsworth's workers are male (56.0%), and the majority of employees fall within the age 30 to 54 cohort (61.1%), followed by employees that are age 29 or younger (20.8%). 79.7% of Chatsworth employees are white, 12.4% are Asian and 41.8% are of Hispanic origin. 40.7% of downtown employees earn more than \$3,333 per month. 22.0% of employees have earned a Bachelor's or advanced degree, however, the percentage may be higher due to the limitations of the data, which has been produced only for workers over the age of 30.

#### 2010 Jobs by Worker Age

Age	Number of Workers	Percent of Workers
Age 29 or younger	5,910	20.8%
Age 30 to 54	17,359	61.1%
Age 55 or older	5,121	18.0%
<b>Total Employees</b>	<b>28,390</b>	<b>100.0%</b>

source: U.S. Census

#### 2010 Jobs by Gender

Gender	Number of Workers	Percent of Workers
Male	15,889	56.0%
Female	12,501	44.0%
<b>Total Employees</b>	<b>28,390</b>	<b>100.0%</b>

beta release results

source: U.S. Census

### 2010 Jobs by Monthly Earnings

Monthly Earnings	Number of Workers	Percent of Workers
\$1,250 per month or less	4,302	15.2%
\$1,251 to \$3,333 per month	12,541	44.2%
More than \$3,333 per month	11,547	40.7%
<b>Total Employees</b>	<b>28,390</b>	<b>100.0%</b>

source: U.S. Census

### 2010 Jobs by Worker Race and Ethnicity

Race and Ethnicity	Number of Workers	Percent of Workers
White	22,625	79.7%
African American	1,409	5.0%
American Indian & Alaska Native	317	1.1%
Asian & Pacific Islander	3,520	12.4%
Other	519	1.8%
Hispanic Origin*	11,858	41.8%
<b>Total Employees</b>	<b>28,390</b>	<b>100.0%</b>

beta release results

\*persons who identify their origin as Spanish, Hispanic or Latino may be of any race

source: U.S. Census

### 2010 Jobs by Worker Educational Attainment

Educational Attainment	Number of Workers	Percent of Workers
Less than high school	5,294	18.6%
High school or equivalent, no college	4,469	15.7%
Some college or Associate degree	6,464	22.8%
Bachelor's degree or advanced degree	6,253	22.0%
Educational attainment not available*	5,910	20.8%
<b>Total Employees</b>	<b>28,390</b>	<b>100.0%</b>

beta release results

\*educational attainment is only produced for workers age 30 and over

source: U.S. Census

### Existing Businesses in the Chatsworth Business Improvement District

344 businesses are located along Devonshire Street, which is Chatsworth's primary business corridor. The professional services category is the largest (37.5% of all businesses), primarily represented by legal, accounting, insurance, mortgage and realty companies. Food and dining establishments account for 14.5% of total businesses, including a variety of ethnic restaurants and fast-food chain restaurants. Health and beauty services are the third largest category of business (9.9%), followed by retail businesses (9.3%).

#### 2012 Existing Businesses

Business Category	Number of Businesses	Percent of Businesses
Automotive	22	6.4%
Business Services	21	6.1%
Education	2	0.6%
Entertainment	6	1.7%
Financial Institutions	6	1.7%
Food and Dining	50	14.5%
Health and Beauty	34	9.9%
Health Care	27	7.8%
Non-Profits	5	1.4%
Pet Care	5	1.4%
Professional Services	129	37.5%
Retail	32	9.3%
Travel and Transportation	5	1.4%
<b>Total Businesses</b>	<b>344</b>	<b>100.0%</b>

source: Chatsworth Business Improvement District

#### Retail

Many of the 32 retailers that are located along Devonshire Street are independent businesses, however national retailers including 7-Eleven, Tuesday Morning, Trader Joe's and Radio Shack are clustered on the eastern end of the business improvement district at Mason Avenue. The Northridge Fashion Center, located in the southeast corner of the study area is a 1.5 million SF enclosed mall with more 170 stores including anchors JC Penney, Macy's, Sears and the Pacific Theatres. A seasonal farmer's market has run for thirteen years at the mall, which claims more than 18 million shoppers per year.

sources: Chatsworth Business Improvement District, ggp.com

#### Commercial Lease Rates

Retail spaces located along Devonshire Street between Topanga Canyon Boulevard and DeSoto Avenue are a combination of stand-alone street retail, strip centers and community centers. Recent asking retail lease rates for Devonshire Street range from \$17.40 to \$21.48 /SF/YR for street retail, \$21.00 /SF/YR for strip center retail, and \$18.00 /SF/YR for community center retail spaces.

Nine office spaces ranging in size from 255 SF to 2,012 SF that are located along Devonshire Street between Topanga Canyon Boulevard and DeSoto Avenue had recent asking lease rates ranging from \$15.60 /SF/YR to \$20.54 /SF/YR. The spaces are available in office buildings ranging in size from 1,750 SF to 30,000 SF.

Industrial spaces are generally located south of Devonshire Street and east of Topanga Canyon Boulevard. A sampling of recent asking lease rates is as follows: \$8.28 to \$12 /SF/YR for warehouse space, \$7.80 to \$10.68 /SF/YR for flex space and \$10.20 / SF/YR for manufacturing space.

source: LoopNet

## Housing

15,104 housing units were located in the study area during 2010. Chatsworth's housing occupancy was 95.6% during 2010, with 70.6% of housing units occupied by owners. There were higher levels of renter-occupancy in the core and southwest areas of Chatsworth. While most of the housing structures were built during the 1990s, median year built for housing structures north of the Ronald Reagan Freeway 118 was 2004, and median year built for housing south of Lassen Street and east of Brown's Creek was 1958. 661 study area housing units were vacant, and rental vacancy was 8.5% in 2010. Median rent for the study area was \$1,651.

### 2010 Housing Characteristics: Chatsworth

Total Housing Units	15,104
% Occupied Housing Units (households)	95.6%
% Owner-Occupied Housing Units	70.6%
Median Year Structure Built	1973
Overall Vacancy (total units)	661
Rental Vacancy (total units)	363
Median Rent	\$1,651

*sources: 2000 and 2010 Census, \*2006-2010 ACS*

**For Sale.** As of November 2012, year-over-year single family residential prices increased by 3.3% in Chatsworth to \$441,500 and by 13.7% for the City of Los Angeles to \$443,300. November 1 median sale price and sales per square foot data are not available for Chatsworth condo/co-op in 2011 and single family for 2010.

*source: zillow.com*

### Chatsworth Housing Sales Trends: November 1, 2010 to November 1, 2012

	Chatsworth			City of Los Angeles		
	2010	2011	2012	2010	2011	2012
<b>Condo/Co-op</b>						
Median Sale Price	\$277,000	\$250,000*	\$260,000	\$381,000	\$321,000	\$331,000
Sale Price Per Square Foot	\$192	\$166*	\$181	\$302	\$260	\$273
Number of Sales	19	20	16	840	729	630
<b>Single Family Residential</b>						
Median Sale Price	\$480,000**	\$428,000	\$442,000	\$428,000	\$390,000	\$443,000
Sale Price Per Square Foot	\$236**	\$214	\$219	\$272	\$249	\$278
Number of Sales	20	28	27	1,753	1,862	1,772

*source: zillow.com*

*\*July 2011 sale prices*

*\*\*October 2010 sale prices*

## Public Safety

Chatsworth's most recent ranking for violent crimes and property crimes were 163 and 63, respectively, out of the City of Los Angeles' 209 neighborhoods that reported recent data, or a rate of 131.5 crimes per 10,000 people.\* A six-month summary of offenses is based upon the latest six months where data are available from the three police jurisdictions that cover Chatsworth, May 28, 2012 to November 25, 2012. During that period, 27 violent crimes and 461 property crimes occurred, a total of 488 crimes. Property crime accounted for 94.5% of total crimes, including theft from vehicles (35.2%), theft (27.9%) burglary (18.8%) and grand theft auto (12.5%).

*sources: Los Angeles Police Department, Los Angeles County Sheriff*

*\*a 2008 population estimate of 37,102 from the Los Angeles Department of City Planning is used to calculate per-capita totals.*

This is a detailed street map of a portion of Los Angeles, California. The map shows a grid of streets with various names. A red line highlights a specific route. The route starts at the top center, moves south through the center, and then turns east at the bottom. The streets shown include Topanga Canyon Blvd, Hill View Ave, and many others. The red line starts at the top center, moves south through the center, and then turns east at the bottom.

**ORDINANCE NO. \_\_\_\_\_**

An Ordinance of Intention of the City of Los Angeles to confirm the Annual Report for the Chatsworth Business Improvement District (District) and to levy a special assessment upon businesses located within the District for the District's twelfth operating year beginning June 1, 2013.

**WHEREAS**, the Parking and Improvement Area Law of 1989, as contained in Sections 36500 *et seq.* of the California Streets and Highways Code (Act) authorizes the establishment of parking and business improvement districts for the purpose of levying assessments on district businesses for certain purposes; and

**WHEREAS**, the City Council on September 7, 1999, adopted Ordinance No. 172,795, which established the District and authorized the levy of a special assessment to support District operations for the District's first operating year; and

**WHEREAS**, pursuant to Section 36500 *et seq.* of the Act, an annual report is required to be prepared for each operating year for which assessments are to be levied and collected; and

**WHEREAS**, the Advisory Board for the District has caused to be prepared and filed the required annual report, which includes a description of programs and activities and any changes or modifications for the District's twelfth operating year; and,

**WHEREAS**, the subject annual report complies with the provisions of Section 36533 of the Act.

**NOW, THEREFORE,**

**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

Section 1. DECLARATION OF INTENTION. Pursuant to provisions of the Act, the City Council hereby declares its intention to confirm and approve the Annual Report for the District's twelfth operating year, prepared by the Advisory Board for the Chatsworth Business Improvement District which is filed with the City Clerk and is contained in Council File No. \_\_\_\_\_, to provide for the levy of assessments upon businesses operating within the Chatsworth Business Improvement District during the 2013/2014 operating year, and to adopt an ordinance to that effect. Assessments will be levied on and collected from all businesses located within the District in the amounts and according to the classifications set forth in the Annual Report prepared by the District's Advisory Board and filed with the City Clerk. These levies may be based on proposed changes to the district boundaries, to district benefit zones and/or to the basis and method of levying assessments within the District in accord with Section 36533 of the Act.

Sec. 2. DISTRICT BOUNDARIES. The boundaries of the District for the 2013/2014 operating year remain unchanged from the boundaries as set forth for the 2012/2013 operating year. A description of the boundaries of the District for 2013/2014 are as follows: The District boundaries include all commercial businesses along Devonshire Street from 20419 to 21930, along Mason Street from 10116 to 10370 even and 10241 to 10317 odd, and along Old Depot Plaza Road from 10030 to 10050. A full description of the boundaries and a map are included in the Annual Report on file with the City Clerk.

Sec. 3. IMPROVEMENTS AND ACTIVITIES. The improvements and activities to be funded by the assessments may include, but are not limited to: marketing, security/business watch, streetscape/landscape maintenance, new projects, administration, and other activities as identified in Sections 36510 and 36513 of the Act.

Sec. 4. METHOD AND BASIS FOR LEVYING ASSESSMENT. The proposed method and basis for levying the assessment is set forth in the Annual Report filed with the City Clerk. Except where funds are otherwise available, an assessment to pay for all specified improvements and activities within the District will be levied annually following a public hearing and adoption of a resolution by the City Council.

Sec. 5. EXEMPTION OF NEW BUSINESSES. City Council reaffirms its determination to exempt new businesses recently established within the District area from the levy of assessments for a period not to exceed one year from the date the business commenced operating in the area.

Sec. 6. PUBLIC HEARING. Pursuant to Section 36524 of the Act, one public hearing shall be held before the City Council. The public hearing shall be held on \_\_\_\_\_, or as soon thereafter as this matter may be heard, in the John Ferraro Council Chamber in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012. The public hearing shall be held not less than ten days after the adoption of the Ordinance of Intention. The public hearing may be continued from time to time. At this hearing, the City Council will consider the adoption of the ordinance authorizing the assessment for the District's 2013/2014 operating year.

Sec. 7. PROTESTS. At the public hearing, the City Council shall hear and consider all protests against the proposed levying of the assessment on businesses located within the District for the subject operating year, the extent of the District, or the furnishing of specified types of improvements or activities within the District. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

Every written protest shall be filed with the City Clerk prior to or during the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings.

A written protest may be withdrawn in writing at any time prior to the conclusion of the public hearing.

Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest that does not comply with these requirements shall not be counted in determining a majority protest.

Written protests can be on a form supplied by the City Clerk (Form SAS 143B). The form may be obtained at the Council and Public Services public counter in Room 395 at City Hall, 200 North Spring Street, Los Angeles, California 90012 or by telephoning (213) 978-1099.

If written protests are received from the owners of businesses in the District who will pay 50% or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50%, no further proceedings to levy the proposed assessment shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the District, those types of improvements or activities shall be eliminated.

Sec. 8. QUESTIONS OR COMMENTS. Any person having a question or comment regarding the hearing proceedings may telephone (213) 978-1099 [facsimile (213) 978-1130] and address the questions or comments to the Deputy City Clerk assigned to answer inquiries regarding the hearing proceedings.

Sec. 9. NOTICE REQUIREMENT. The City Clerk is directed to give notice of the public hearing pursuant to Section 36523 of the Act.

Sec. 10. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of \_\_\_\_\_.

JUNE LAGMAY, City Clerk

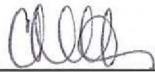
By \_\_\_\_\_ Deputy

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

Approved as to Form and Legality

CARMEN A. TRUTANICH, City Attorney

By  \_\_\_\_\_  
CHRISTY NUMANO-HIURA  
Deputy City Attorney

Date 5-10-13

File No. \_\_\_\_\_